Sales Meetings

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CONVENTION FACILITIES ISSUE

EXECUTIVES' DIRECTORY FOR MEETING AND EXHIBIT PLANNING

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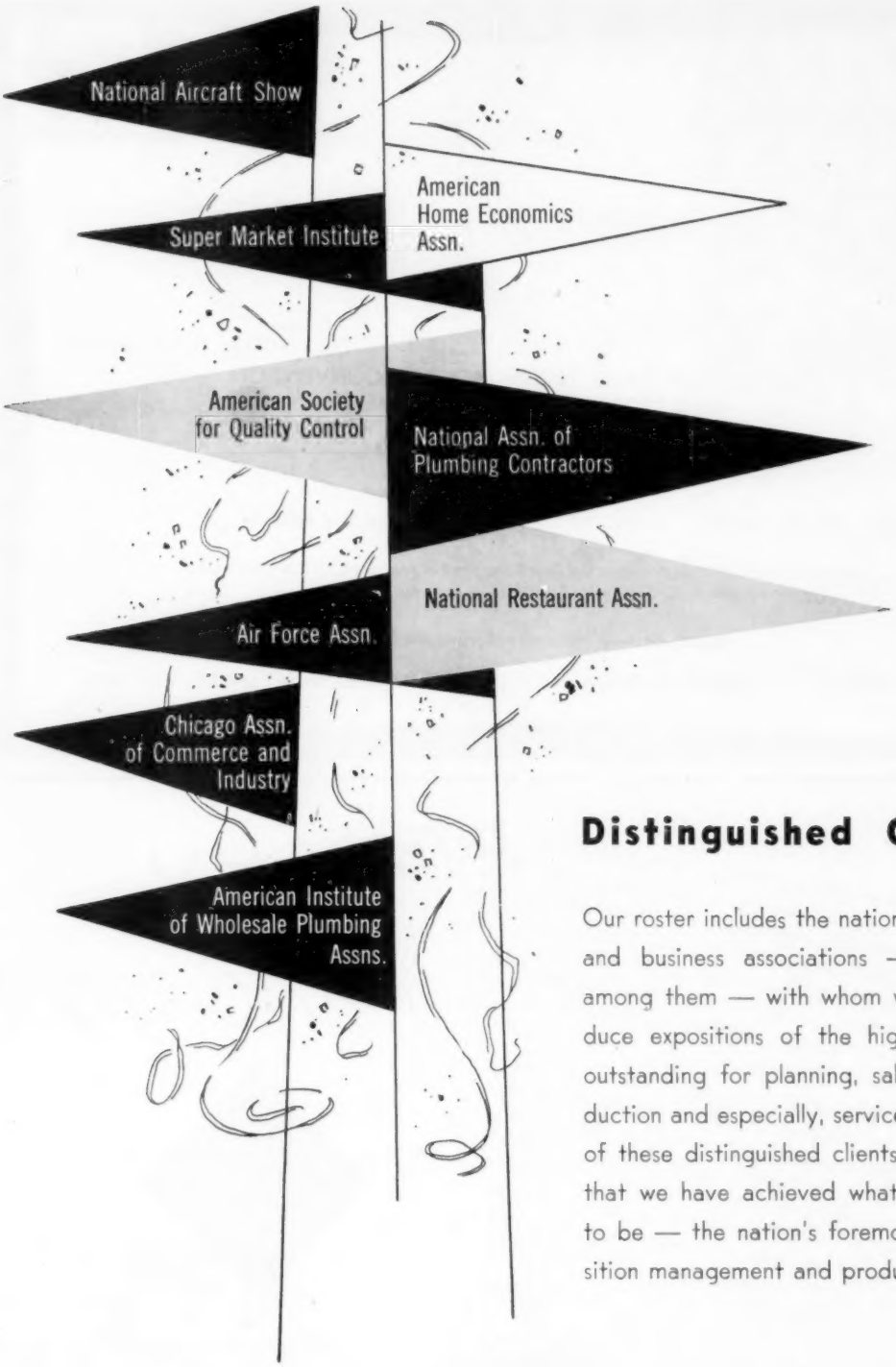

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Every effort has been made to make this guide as accurate and complete as possible. Data has been listed by state and city to facilitate your checking on services available at convention sites.

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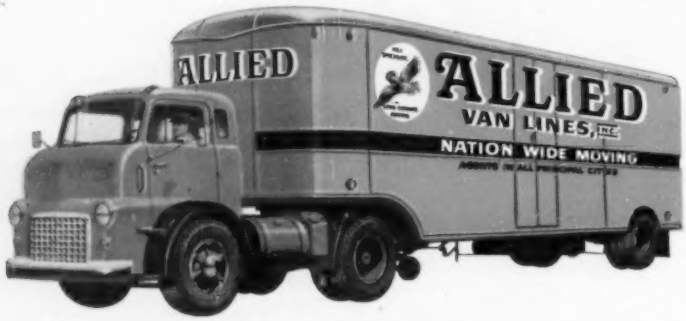

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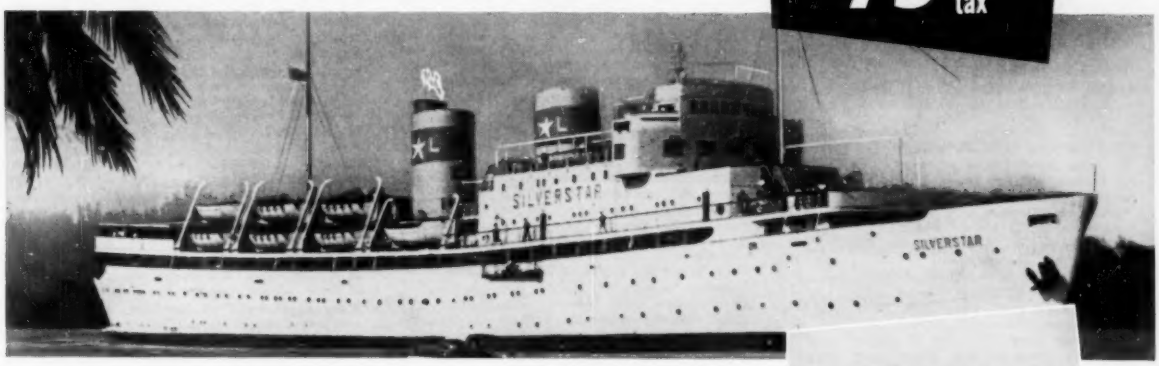

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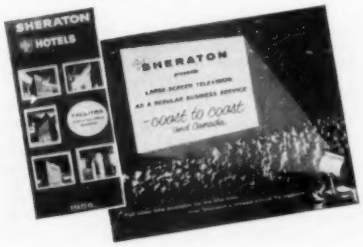

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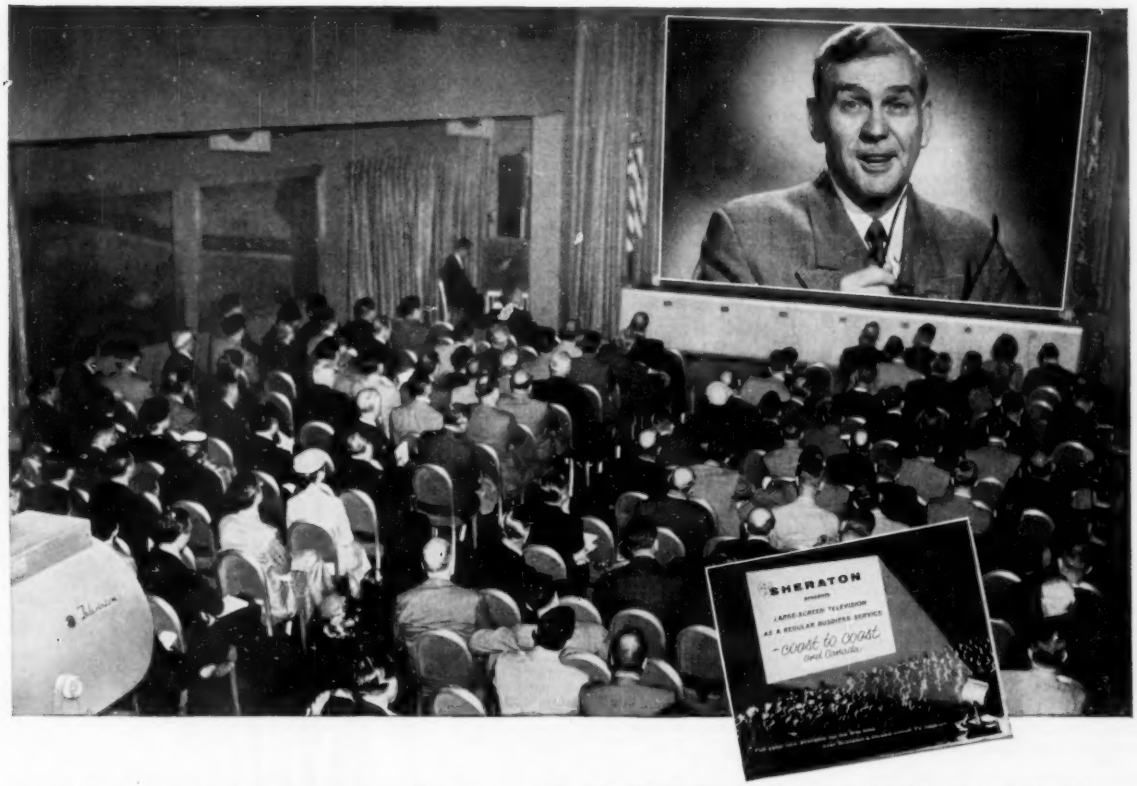

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21

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Director of Sales

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- **THE COMMANDER, Cambridge, Mass.**
- **THE BEACONSFIELD, Brookline, Mass.**
- **THE SENATOR, Sacramento, Cal.**
- **THE ELMS, Excelsior Springs, Mo.**
- **THE OAKS, Excelsior Springs, Mo.**
- **THE EVANS, Columbus, Nebraska**
- **THE LINCOLN, Lincoln, Nebraska**
- **THE CAPITAL, Lincoln, Nebraska**
- **THE MADISON, Norfolk, Nebraska**
- **THE ROME, Omaha, Nebraska**
- **THE LINCOLN, Scottsbluff, Nebraska**
- **THE CLINTON, Clinton, Iowa**
- **THE LAFAYETTE, Clinton, Iowa**
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2328 Pacific Avenue
Atlantic City 4-3128

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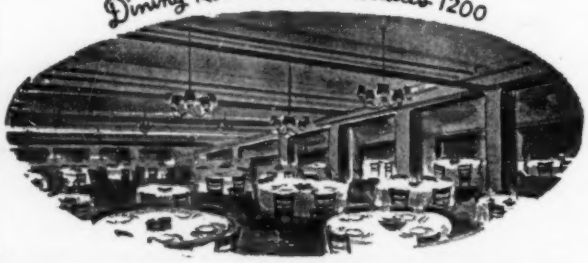

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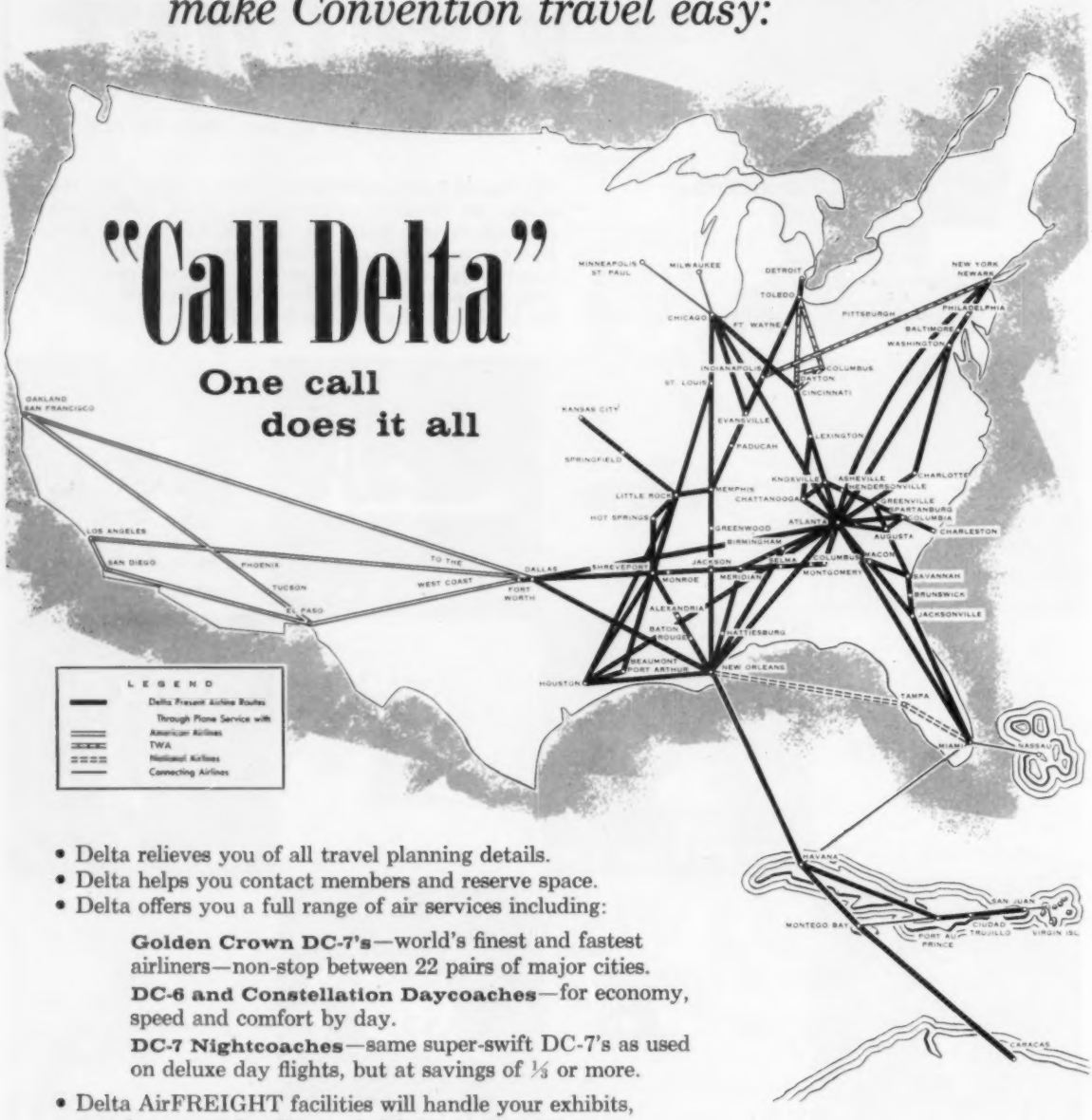

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How to Check on Facilities

1. Hotels and auditoriums are listed alphabetically with their convention facilities under the cities in which they are located. (HSMA) after hotel name indicates membership in Hotel Sales Management Assn.
2. Cities are listed alphabetically under their respective states. Transportation lines to city and convention bureau are listed under each city.
3. States are listed alphabetically. They are followed by Canadian provinces.
4. U. S. island possessions follow Canada. These are followed by British West Indies, Cuba, Dominican Republic, Mexico and Panama.

ALABAMA

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CONVENTION BUREAU

Convention & Travel Department
1914 6th Ave., North (3)
Lowell S. Hamilton, Manager

AUDITORIUM

Municipal Auditorium

1928 8th Ave. (Phone: ALpine 1-9921)
Manager: Fred McCallum
Exhibit Areas: 20,000 sq. ft.; 14,000 sq. ft. exhibit hall under construciton
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 10.5 ft.
Columns: None
Utilities: AC 110-220 current, gas, water
Loading Facilities: Elevated doors and hand trucks; railroad 150 ft. behind building
Storage Areas: Ample
Meeting Rooms and Capacities: Two, 50 each; one, 3,000
Parking Facilities: 100-car lot, ample street parking
Distance from Business District: Three blocks

Bankhead Hotel

2300 5th Ave. (Phone: 3-3231)
Manager: Gene White
Sales Manager: Ray Von Mitchell
Convention Season: All year
Largest Group Accommodated: 100 (250 rooms and 4 suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $10; Suites: $9 to $18
No. M'g. Rms. & Capacity of Largest: 6 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: from 50c; Lunch: from $1; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Varies according to room size
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 100 cars. Adjoining garage $1

The Dinkler-Tutwiler Hotel

See Advertisement, Page 120

2005 5th Ave. N. (Phone: AL 2-8161)
Manager: Ira M. Patton
Sales Manager: Margaret L. Fletcher
Convention Season: All year
Largest Group Accommodated: 500 (385 rooms and 15 suites available)
Convention Rates: Single: $5.50 to $10; Double: $7.50 to $16; Suites: $27.50 American plan
No. Mtg. Rms. & Capacity of Largest: 8 (1800)
No. Banquet Rms. & Capacity of Largest: 8 (1300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $7.50 to $460.
Net Exhibit Space: 8,250 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 over-night

Thomas Jefferson Hotel

See Advertisement, Page

2nd Ave. & 17th St. (Phone: AL 2-7141)
Manager: Nat D. Hurdle
Sales Manager: William J. Knapp
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 15 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $13; Suites: $18 to $25
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire Hotel
Net Exhibit Space: 6,000 sq. ft. on one floor
Charges for Exhibit & Mtg. Rooms.: $25 to $100
Other Equipment Available: PA system, stage
Parking: Garage—$1.25—lots—85c

Molton Hotel

507 N. 20th St. (Phone: 3-7243)
Manager: Jack L. Smith
Convention Season: All year
Largest Group Accommodated: 75 (75 rooms and 1 suite available)
Convention Rates: Single: $4.50 to $5; Double: $7 to $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: 60c to 85c; Lunch: 90c to $1.25; Dinner: $1.35 to $3.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 27 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 725 sq. ft. on one floor
Other Equipment Available: Stage
Parking: $1 per night

MOBILE

Railroads: L. & N.; So. Ry.; G.M. & O.; A.T. & N.
Airlines: EAL, NAL, CAP, SOJ

Admiral Semmes

251 Government St. (Phone: 3-2771)
Manager: Frank C. Drane
Sales Manager: C. S. Hill
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $5.50; Double: from $8; Suites: $17.50 to $22.50
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight in lot
Sports Facilities: Fishing and hunting in area

The Battle House (HSMA)

Royal at St. Francis Sts. (Phone: 2-0531)
Manager: Leon Waite, Jr.
Convention Season: Not February and March
Largest Group Accommodated: 300 (150 to 200 rooms and 7 suites available)
Convention Rates: Single: $5.50 to $10; Double: $7.50 to $15
No. Mtg. Rms. & Capacity of Largest: 6 (475)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Rates for Meals: Breakfast: $1 to $2.50; Lunch: $2 to $4; Dinner: $2.50 to $6
Liquor: Served in hotel
Air Conditioning: Entire hotel air conditioned
Charges for Banquet & Mtg. Rms.: No charge if meal is served. $10 to $150 if no meal is served.
Other Equipment Available: PA system, spotlights, stage.
Parking: Space available
Sports Facilities: Golf, Fishing, Boating, Boat excursions

MONTGOMERY

Railroads: A.C.L.; C. of Ga.; L. & N.; G.M. & O.; S.A.L.; W. of A.
Airlines: EAL, DAL

Alabama State Coliseum

P.O. Box 7026 (Phone: 5-2341)
Manager: T. C. Reid
Exhibit Areas: 33,000 sq. ft.
Rental Fees: Minimum $500 per day, includes utilities and janitor service
Ventilation: Fourteen 72" fans
Ceiling Height: 100 ft. **PA System:** yes
Current and Utilities Available: 220 V, gas, water
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: 4 (100)
Facilities for Food Functions: Banquet for 500
Parking Facilities: 4,000 cars
Distance from Business District: 3 miles

Dinkler-Jefferson Davis Hotel (HSMA)

See Advertisement, Page 120

348 Montgomery St. (Phone: 2-5251)
Manager: James E. Rushin
Sales Manager: Laverne Brandt
Convention Season: All year
Largest Group Accommodated: 150 (90 rooms and 3 suites available)
Convention Rates: Single: $4.50 to $8; Double: $6.50 to $9.50; Twin: $7 to $9; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food served, $10 to $50 for meeting
Net Exhibit Space: 8,000 sq. ft., including 5,720 sq. ft. on one floor
Visual Aids Available: Blackboards, portable screens
Other Equipment Aavilable: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: Tennis, Golf, Swimming, Horseback riding

The Whitley Hotel

Montgomery St. (Phone: 6461)
Manager: Mark L. Grable
Sales Manager: Thomas A. Bell

ALABAMA

Montgomery continued

Convenion Season: All year
Largest Group Accommodated: (156 rooms available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 7 (1200)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel air conditioned by central plant
Charges for Banquet & Mtg. Rms.: No charge if convention headquarters
Net Exhibit Space: 8,000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Adjoining at $.75 for 24 hours

POINT CLEAR

Railroads: L. & N.; G.M. & O.

Grand Hotel (HSMA)

See Advertisement, page 22

(Phone: WAV 8-9201)
Manager: Harry A. Peters, Jr.
Sales Manager: James M. Pope
Convention Season: All year except March and April
Largest Group Accommodated: 200 (80 rooms and 20 suites available)
Convention Rates: May 16 to Jan. 31: single or doubles: $16 to $17; Suites: $24 to $25; Feb. 1 to May 15: single or double: $17-$19; Suites: $25 to $27
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel and cottages
Other Equipment Available: PA system, stage, spotlights
Charges for Banquet & Mtg. Rms.: No charge
Parking: Free parking facilities
Sports Facilities: Golf, Tennis, Swimming, Bowling on Green, Fishing, Sailing, Croquet, Bicycling

Completely Air-Conditioned Hotel and Cottages

- *Lagoon Room*
- *Skylounge Conference Room*
- *Directors' Room*
- *Committee Rooms*
- *Clubhouse for parties, meetings, banquets*
- *Year 'round golf on famous championship course*
- *Deep-sea cruisers*
- *Swimming Pool and White sand beach*

A 350-acre private estate with luxurious accommodations and a variety of outdoor activities at any season. Excellent cuisine. Facilities available for sales executive group meetings the year around, except March and April. Limousine service to airports and railroad stations.

Maximum 200 persons (120 double rooms and suites)

James H. Pope, Resident Manager and Conv. Mgr.

Harry A. Peters, Jr., Vice President and Manager

GRAND HOTEL, Point Clear, Alabama

Murray Stevenson, Vice-president

ARIZONA

CHANDLER

Railroads: So. Pac.

San Marcos Hotel (HSMA)

(Phone: Yorktown 3-6655)
Manager: John H. Quarty
Sales Manager: James Swail
Convention Season: Nov. to Jan. 20, from Apr. 1 to May 19
Largest Group Accommodated: 250 (120 rooms and 23 suites available)
Convention Rates: Single: $20 to $22; Double $34; Suites: $12 extra. Prices for American plan.
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft.
Visual Aids Available: Projector for 16mm film and screen
Other Equipment Available: PA system, stage spotlights
Parking: 150-car garage free
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Riding

GRAND CANYON

Railroads: A.T. & S.F.
Airlines: FAL

El Tovar and Bright Angel Lodge

See Advertisement. Page 22

South Rim (Phone: Grand Canyon 40)
Manager: Walter D. Rouzer
Convention Season: October 1 to April 30 (except Easter week)
Largest Group Accommodated: 300 (149 rooms available)
Convention Rates: Single: $5 to $7.50; Double: $7 to $14; Suites: to $25. Deluxe Cabins: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50 to $2; Dinner: $2 to $3.50
Liquor: Served in hotel. Portable bar for cocktail parties.
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,962 sq. ft. 2,720 sq. ft. on one floor.
Visual Aids Available: Admatic slide viewer, 35mm motion picture projector
Other Equipment Available: PA system, stage
Parking: Free parking lot at hotels. Garage also available at $1 per night.
Sports Facilities: Fishing, Hiking, Mule trips into the Canyon

LITCHFIELD PARK

Railroads: So. Pac.

The Wigwam

See Advertisement, Page 24

Litchfield Park (Phone: Westport 5-9321)
Manager: Reade Whitwell
Convention Season: Oct. 15 to May 1 except February and March
Largest Group Accommodated: 165 (60 rooms and 20 suites available)
Convention Rates: Single: from $20; Double: from $15; Suites: $8 extra for parlor. American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 2 (275)

meetings at Grand Canyon draw top attendance

Grand Canyon is most enjoyable in Spring, Fall and Winter—a fine side trip for conventioners traveling West or returning East.

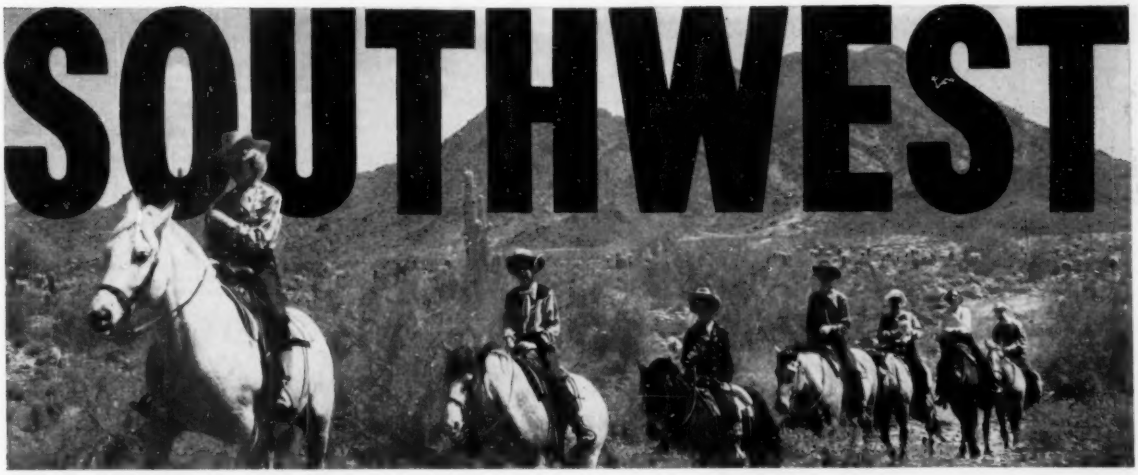
Fred Harvey Hotels El Tovar and Bright Angel Lodge on the brink of the South Rim Arizona

are available for conferences up to 300 between October 1 and April 30 (except Easter week)—just when city hotels are crowded. Meetings are always well attended—everybody wants to see the greatest of the world's seven wonders. Meeting Rooms, Banquet Facilities. Moderate rates. Conducted Motor Sightseeing Drives, Muleback Trail Trips and Indian Dances provide fascinating outdoor activities all year.—Santa Fe Railroad direct to hotels, Frontier Airlines.— Write to Manager W. Wallace.

PHONE: 40
TELETYPE: GRAND CANYON ARIZ. 3661

TWA

PUTS
WINGS
ON
CONVENTION
PLANNING



PHOENIX, LAS VEGAS, TUCSON

The Southwest is perfect for these business or holiday get-togethers. Let TWA help you . . . from finding a site right through to arranging the last delegate's luxurious flight home!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation. For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N.Y.

FLY THE FINEST

FLY TWA

ARIZONA'S COUNTRY CLUB RESORT INVITES GROUP MEETINGS

Accommodations for 140 guests in a secluded club-like atmosphere only 15 miles to Phoenix. 70 acres of lawns and flowers. Magnificent golf course and other sports. 3740' Paved Airstrip. Superb food and well-trained service. Variety of meeting and conference rooms.

Season: NOVEMBER to MAY

THE
WIGWAM
LITCHFIELD PARK
ARIZONA

READE WHITWELL • Mgr.
In Chicago Call: MOhawk 4-5100

ARIZONA

Litchfield Park continued

Rates for Meals: Breakfast: $2; Lunch: $2.50 Dinner: $4
Liquor: Served in hotel—Portable bars available
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm Projector, slide projector and screen, Other equipment available by rental.
Other Equipment Available: PA system, spot lights, stage (10' x 20')
Parking: Free facilities
Sports Facilities: Golf, Croquet, Shuffleboard Swimming, Tennis, Badminton, Horseback Riding

PHOENIX

Railroads: So. Pac.; R.I.; A.T. & S.F.
Airlines: AAL, TWA, BAL, FAL, CAL

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Elmer Ferrall, Manager

AUDITORIUM

Phoenix Coliseum

37th Ave. & Indian School Road (Phone: AP 3-3589)
Manager: Weldon Girard
Exhibit Areas: 26,000 sq. ft.
Ventilation: Refrigeration
PA System: Yes
Ceiling Height: 40 ft.
Dimensions, Opening to Exhibit Hall: 14 ft. steel doors each end
Columns, Location and Dimensions: None
Utilities: AC, DC, water
Loading Facilities: Railroad siding two blocks away
Location, Size of Storage Areas: 10,000 sq. ft. in rear
Facilities for Food Functions: 3 concession stands; banquet for 500
Parking Facilities: for 2,500 cars
Distance from Business District: 4 miles

Hotel Adams

P.O. Box 870 (Phone: ALpine 3-1131)
Manager: Jack J. Kane
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $8; Double: $10; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 15 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 75c; Lunch: $1; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $25 to $75
Other Equipment Available: Spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Swimming pool on roof, Shuffleboard, Table tennis

Arizona Biltmore

(Phone: AM 5-4771)
Manager: George Lindholm
Convention Season: Nov. 1 to Jan. 15, Apr.
Largest Group Accommodated: 500 (250 rooms and suites available)
Convention Rates: Double: $40 to $50; Suites: $90. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Liquor: Served in hotel
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Tennis, 18-hole golf course, Horseback riding

Arizona Manor Hotel

See Advertisement, Page 24

2310 E. Camelback Rd. (Phone: AM 6-2431)
Manager: Jack Kogen and Norman Kogen
Convention Season: All year
Largest Group Accommodated: 125 (80 rooms and 20 suites available)
Convention Rates: $16 per person; Suites: $20—American plan
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 75c to $1.75; Lunch: $1 to $2.50; Dinner: $2.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 8 and 16mm Projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 300 cars
Sports Facilities: Golf, Swimming, Racing

Camelback Inn

See Advertisement, Page 24

Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Convention Season: Fall and Spring
Largest Group Accommodated: 200 (108 rooms and 15 suites available)
Convention Rates: Single: $26; Double: $38; Suites: $46 American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $2.50; Lunch: $3.00; Dinner: $3.75 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1200 sq. ft. all on one floor
Visual Aids Available: Everything for slides and movies
Other Equipment Available: PA system, spotlights, stage (12' x 24')
Parking: Free facilities for 500 cars
Sports Facilities: Golf, Tennis, Swimming, Riding

Jokake Inn (HSMA)

6000 E. Camelback Rd. (Phone: WH 5-6301)
Manager: L. C. Barclay
Sales Manager: Mrs. Kathleen Matekel
Convention Season: Nov. 15 to Jan. 15, and Apr.
Largest Group Accommodated: 175 (75 rooms and 6 suites available)
Convention Rates: Single: $20; Double: $32; Suites: $12 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (75); Valley room, used jointly with Paradise Inn, accommodates 475.
No. Banquet Rms. & Capacity of Largest: 4 (100)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Net Exhibit Space: Room for 5 or 6 8' x 10' spaces
Other Equipment Available: PA system, spotlights, stage

ARIZONA MANOR

Hotel and Bungalow Apartments

Located in the heart of the multi-million dollar resort area only a few minutes from downtown Phoenix, exclusive shops, theaters, and smart supper clubs.

PHOENIX, ARIZONA

HERE you will find everything that you might require for a most pleasant and memorable vacation spot, perfectly suited for conventions and sales meetings.

Every room is luxurious. Each room has telephone, all-tile bath and shower, and 80% of the rooms have bars and all-electric kitchen equipment. The MANOR is well noted for its excellent food, cocktails and entertainment.

Guest rooms to accommodate 200 persons. Dining Room, Cocktail Lounge, Sparkling heated Pool, Meeting Room and Banquet Hall for the accommodation of 200 people.

Rates available on European, modified American or American Plan.

For further information write or phone Jack Kogen, Managing Director, East Camelback Road at 24th Street, Phoenix, Arizona. AMherst 6-2431

Camelback Inn

One of the world's Great Vacation Resorts

PHOENIX, ARIZONA

GOLF AT ADJOINING PARADISE VALLEY CLUB
NEW CONVENTION ROOM FOR GROUPS

A few of the organizations that have met at Camelback recently:

A. B. Dick & Company
Gen. Petroleum Co.
Gen. Motors Executives
Ethicon Company
Simpson Logging Co.
Pacific Fire Underwriters
Nat'l Ass'n Retail Grocers
Western Governors' Conf.
Superior Coach Corp.

Season:
OCTOBER 15 TO MAY 1
Jack Stewart
Manager

Parking: Free facilities
Sports Facilities: Pool, Tennis, Roque, Golf putting, Horseback riding in desert

Paradise Inn (HSMA)

See Advertisement, Page 25

6150 E. Camelback Rd. (Phone: Whitney 5-8491)
Manager: Fred W. Renker
Convention Season: December 1 to January 20, April
Largest Group Accommodated: 500 (70 rooms available at Paradise Inn with living quarters available at Jokake Inn)
Convention Rates: Single: $16; Double: $28. Prices are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (360)
No. Banquet Rms. & Capacity of Largest: 4 (360)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2334 sq. ft. on two floors
Visual Aids Available: Movie projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Riding, Tennis, Swimming Putting green, Golf

Westward Ho (HSMA)

See Advertisement, Page 26

618 N. Central (Phone: AL 32181)
Manager: Allen Matthews
Sales Manager: Mrs. Gene Burke Brophy
Convention Season: All year, but only small meetings during winter
Largest Group Accommodated: 500 (250 rooms and 15 suites available)
Convention Rates: Single: from $7.50; Double: from $10; Suites: from $23
No. Mtg. Rms. & Capacity of Largest: 14 (1500)
No. Banquet Rms. & Capacity of Largest: 14 (1200)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,040 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (21' x 44')
Parking: $1 per night
Sports Facilities: Swimming, Tennis, Golf, Horseback riding

SCOTTSDALE

Railroads: So. Pac., Santa Fe (to Phoenix)
Airlines: AAL, BAL, FAL, TWA (to Phoenix)

Casa Blanca Inn

See Advertisement, Page 26

P. O. Box 188 (Phone: WH 5-6391)
Manager: Royal W. Treadway
Convention Season: Dec., Jan., Apr., May
Largest Group Accommodated: 100 (42 rooms and 3 suites available)
Convention Rates: Single: $22; double: $34; Suites: $42 American plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: Slide and 16 mm projectors
Other Equipment Available: PA system, spotlights and stage
Parking: Free facilities
Sports Facilities: Swimming, Riding, Putting, Tennis, Shuffleboard, Golf

TUCSON

Railroads: So. Pac.
Airlines: AAL, FAL, CAL

CONVENTION BUREAU

Tucson Chamber of Commerce
C. Edgar Goyette, Manager

El Conquistador Hotel

See Advertisement, Page 26

East Broadway (Phone: East 5-2611)
Managing Director: Edward F. Meyer
Sales Manager: William D. Meyer
Convention Season: Nov. to May
Largest Group Accommodated: 150 (92 rooms and 8 suites available)
Convention Rates: Single: from $8; Double: from $12; Suites: $18.50
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: 70c; Lunch: from $1; Dinner: $1.75 to $3.50.

PARADISE INN

Phoenix, Arizona

Nestled at the foot of picturesque Camelback Mountain, just nine miles from Phoenix, Paradise Inn is the outstanding inn in the Valley of the Sun.

NEW BEAUTIFUL EIGHTEEN HOLE all grass GOLF COURSE — watered fairways — walk out from your cottage on to the golf course.

Nine holes designed for the "Coronary golfers". The other nine sportier, even to sinking a putt and driving off the side of Camelback Mountain.

SUPERB FOOD — Breakfast trips and moonlight steak frys on the desert over an open fire.

ALL SPORTS AVAILABLE — putting greens — tennis, riding, heated swimming pool, square dancing, sightseeing trips.

The nearest inn to Scottsdale — the "WEST'S MOST WESTERN TOWN", with the most interesting shops and stores for every occasion.

PARADISE INN offers warm hospitality and every facility for a successful and memorable convention.

MEETING ROOMS to accommodate various size groups up to 500.

An Oasis of Luxury in the Sun Filled Desert

DECEMBER 15 to MAY 1

ARIZONA
Tucson continued

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air conditioned
Net Exhibit Space: 4,026 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie screen, projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Heated swimming pool, Golf Tennis, Riding

Pioneer Hotel

80 N. Stone Ave. (Phone: 2-6441)
Manager: J. M. Procter
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 6 suites available)
Convention Rates: Single: $8; Double: $10; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.10; Dinner: from $2.10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.02 per night
Sports Facilities: Golf privileges at clubs

Santa Rita Hotel

109 S. Scott St. (Phone: 3-0551)
Gen. Manager: M. E. Eubank
Convention Season: All year
Largest Group Accommodated: 200 (120 rooms and 15 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $16; Suites: $15 to $40
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $100
Net Exhibit Space: Space for 20 booths
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 all day
Sports Facilities: Golf, Racing, Polo, Swimming

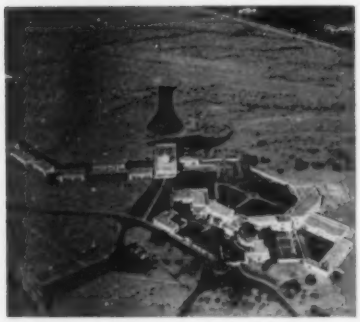
WICKENBURG

Railroads: Santa Fe
Airlines: TWA, AAL to Phoenix. Ranch cars will meet trains.

Rancho De Los Caballeros

(Phone: MUtual 4-5484)
Manager: Dallas Gant
Convention Season: Nov. to mid-January and April

Designed for Business with Pleasure



Casa Blanca Inn

SCOTTSDALE, ARIZONA
(10 miles from Phoenix)

—ARIZONA'S FINEST RESORT

- Guest Rooms—luxurious and spacious for 100 guests
- Meeting Room—beautiful and new, completely equipped for 200
- Dining Room—the finest of food for 150
- Cocktail Lounge—an intimate and appealing room accommodating 100
- A courteous, solicitous management and staff plans everything for the effectiveness of your business meetings and the pleasure of your visit
- Recreational facilities on our premises include a heated swimming pool, stables, putting green, tennis court and shuffleboard. Excellent golf nearby.
- A 2,800-foot runway for private and executive aircraft
- Group rates during December, January, April and May are very moderate.

Royal W. Treadway
President & General Manager

LOOKing for something new?

WHAT WE NOW HAVE FOR YOU!

The most modern Convention Auditorium with 9345 sq. ft. of floor space at SIDEWALK level. Seating capacity of 1500, complete stage and projection room. Ideal for automotive displays, exhibitions, trade shows, business and social functions. Also a lower level meeting room for 500 . . . all fully air-conditioned.

John Stough, *Sales Manager* • Telephone ALpine 3-2181

HOTEL WESTWARD HO
PHOENIX, ARIZONA
John B. Mills, *President* Allen Matthews, *Manager*

NOW AVAILABLE at Convention Rates
Arizona's Finest European Plan Resort Hotel

EL CONQUISTADOR HOTEL and BUNGALOWS

Tucson, Arizona

Write Edward F. Meyer for full Convention and Group Meeting information.

. . . situated on 20 acres of beautifully landscaped gardens, brilliant under the Arizona sun, El Conquistador commands a superb view of colorful mountain ranges unequalled for grandeur anywhere in the southwest. Hotel and Bungalow accommodations offer a combination of old-world charm, Terrace Dining Room, Cocktail Lounge, "out-door" sports and leisure in a truly majestic setting. Golf Club situated at our frontdoor—our own swimming pool and tennis courts. Real hospitality awaits you . . . plan your next Convention at El Conquistador.

Largest Group Accommodated: 80 (40 rooms available)
Convention Rates: Single: $18; Double: $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (110)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50.
Liquor: Bar-locker system. Guests furnish own liquor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector, sound equipment
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Riding, Shuffleboard, Putting, Ping Pong, Skeet Range, Rifle Range

ARKANSAS

FORT SMITH

Railroads: Frisco; K.C. So.; Mid. Val.; M.P.
Airlines: BNF

Goldman Hotel

1215 Garrison Ave. (Phone: 22061)
Gen. Manager: John R. England
Res. Manager: Wm. P. England
Convention Season: All year
Largest Group Accommodated: 500 (140 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 65c; Lunch: from $1; Dinner: from $1.50. Prices quoted are Coffee Shop prices
Liquor: Package stores only—half-pint smallest unit
Air Conditioning: 2 banquet and meeting rooms, 45% of bedrooms
Charges for Banquet & Mtg. Rms.: $35 to $50
Net Exhibit Space: Room for 12 8' x 10' booths on lobby floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Bowling

Ward Hotel (HSMA)

523 Garrison (Phone: 22031)
Manager: Frank Volkner
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms and 4 suites available)
Convention Rates: Single: $2.50 to $6; Double: $4.50 to $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: $.90; Lunch: from $.90; Dinner: from $1.25
Liquor: Package only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Other Equipment Available: PA system, spotlights
Parking: Free facilities. Also garage at $1
Sports Facilities: Golf, Tennis, Fishing, Swimming

HOT SPRINGS

Railroads: C.R.I. & P.; M.P.
Airlines: DEL-C&S

Arlington Hotel (HSMA)

Central Ave. & Fountain (Phone: NAtional 3-7771)
Gen. Manager: R. E. McEachin
Resident Manager: Edgar A. May
Convention Season: May to October
Largest Group Accommodated: 800 (450 rooms and 25 suites available)
Convention Rates: Single: $7; Double: $10; Suites: $20 to $22
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Rates for Meals: Breakfast: $1; Lunch: $1.75; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1,500 sq. ft. on 2 floors
Visual Aids Available: 16 mm. projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day in garage; $1 per day on lot
Sports Facilities: Golfing, fishing, horseback riding, tennis, swimming, boating

Majestic Hotel

201 Park Ave. (Phone: NAtional 3-5511)
Manager: W. L. Wolfe
Sales Manager: J. E. Lewis
Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (90 rooms and 15 suites available with facilities in nearby hotels for additional delegates)
Convention Rates: Single: $6; Double: $10; Suites: $12.50 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (90)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Rates for Meals: Breakfast: $.75 to $1.50; Lunch: $1 to $2.50; Dinner: $2 to $6
Liquor: Served in hotel
Air Conditioning: Bedrooms and public space
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 600 sq. ft.
Visual Aids Available: 16 mm projector
Other Equipment Available: PA system, spotlights, portable stage (10 x 12)
Parking: $1.25 per day
Sports Facilities: Fishing, Golf, Shuffleboard

LITTLE ROCK

Railroads: M.P.; C.R.I. & P.
Airlines: AA, DAL, BNF

AUDITORIUM

Robinson Memorial Auditorium

Markham & Broadway (Franklin 2-4154)
Manager: A. W. Harville
Exhibit Areas: Exhibition Hall, 12,000 sq. ft.; Lecture Hall, 3,000 sq. ft.
Rental Fees and Services: Exhibition Hall, $200 per day; Lecture Hall, $50 per day; light, heat, janitor service included
Floor Load: Unlimited ground floor
Ventilation: Air conditioned
Ceiling Height: 9 ft. at lowest point
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight door, 10 ft. 11 in. by 8 ft. 7 in.
Columns: 12 in Exhibition Hall
Utilities: 110-220 current
Loading Facilities: Freight doors
Storage Areas: Limited
Meeting Rooms and Capacities: Music hall, 3,000; Lecture Hall, 400
Facilities for Food Functions and Banquet Capacity: Banquet for 1,000 can be catered by outside organization
Parking Facilities: Limited
Distance from Business District: Three blocks

Albert Pike Hotel

See Advertisement, Page 27

7th & Scott St. (Phone: Fr 2-5211)
Manager: Walter E. Davis
Convention Season: All year
Largest Group Accommodated: 140 (70 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: $6; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 7 (140)
No. Banquet Rms. & Capacity of Largest: 7 (140)
Rates for Meals: Breakfast: 65c; Lunch: $1; Dinner: $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: Spotlights, stage
Parking: $1 per day
Sports Facilities: Golf, Fishing, Swimming, Horseback riding

Hotel Grady Manning

See Advertisement, page 27

Markham & Main Sts. (Phone: FR 2-5141)
Manager: R. M. Eubanks, Jr.
Sales Manager: Tom Gulledge
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 6 suites available)
Convention Rates: Single: $4.25; Double: $6.25; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $1.50; Dinner: from $1.50
Liquor: By bottle or private bars
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None with meals
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Projector 6 screens
Other Equipment Available: Spotlights, stage
Parking: $1 for 24 hours
Sports Facilities: Golf, Swimming, Tennis, Horseback riding

Hotel Lafayette

See Advertisement, page 27

6th & Louisiana (Phone FR 2-6202)
Manager: Joe Matthew
Sales Manager: Al Barnes
Convention Season: All year
Largest Group Accommodated: (200 rooms and 24 suites available)
Convention Rates: Single: from $3.50; Double: from $5.50; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None with meals
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie & closed circuit TV
Other Equipment Available: PA system, spotlights, 8 stages (5 x 7)
Parking: $1.25 for 24 hours
Sports Facilities: Golf, Fishing, Swimming, Horseback riding

Hotel Marion

See Advertisement, page 27

200 West Markham (Phone: Franklin 5-8241)
Manager: Ben R. Shelley
Convention Season: All year
Largest Group Accommodated: 700 (500 rooms and 15 suites available)
Convention Rates: Single: $4 to $12; Double: $6.50 to $12; Suites: $22.50 to $33.00
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.00; Dinner: from $3
Liquor: Package only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $10; Exhibit rooms $2 per foot
Visual Aids Available: Motion picture screen. Projector can be rented at nominal sum.
Other Equipment Available: PA system, spotlights, stage
Parking: Two garages at $1 24 hours
Sports Facilities: Golf, Riding, Swimming nearby

Little Rock!

IDEAL

Convention

CITY

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LOOK AT YOUR DEALERS OR MEMBERSHIP AND COMPARE LITTLE ROCK'S LOCATION . . .

•

✓ ***CHECK THESE ADVANTAGES, TOO!***

- √ 4 modern hotels
- √ Ample air conditioned rooms
- √ Air conditioned banquet rooms
- √ Air conditioned municipal auditorium
- √ Historical sights
- √ Central location—good transportation
- √ Excellent eating facilities
- √ Reasonable prices
- √ Numerous golf courses
- √ City of hospitality

•

FOR INFORMATION, WRITE OR PHONE

H. J. BURFORD, General Manager

SOUTHWEST HOTELS, Inc.

P. O. BOX 389

LITTLE ROCK, ARKANSAS

CALIFORNIA

APPLE VALLEY

Railroads: So. Pac.

Apple Valley Inn

Phone: Victorville 5327
Manager: Geo. L. Stillings
Convention Season: All year
Largest Group Accommodated: 200 (101 rooms available)
Convention Rates: Single: $8 to $16; Double: $10 to $18
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from 80c; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,080 sq. ft. on one floor
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Horseback riding, Swimming, Tennis, Badminton, Shuffleboard

ANAHEIM

Airlines: Helicopter from Los Angeles
Buses: Metropolitan Coach, Greyhound

Disneyland Hotel
See Advertisement, Page 29

1441 S. West St. (Phone: KEystone 5-8187)
Manager: Don J. Daley
Convention Season: All year
Largest Group Accommodated: 60 (19 rooms and 10 suites available)
Convention Rates: Single: $9 to $22; Double: $9 to $22; Suites: $20, $22 and $50
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $1.25; Dinner: from $2.35
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Slide projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 1,000 cars
Sports Facilities: Golf, Shuffleboard, Swimming, Disneyland

BERKELEY

Railroads: So. Pac.; Santa Fe

Hotel Claremont
See Advertisement, Page 28

Claremont and Ashby Aves (Phone: THornwall 3-3720)
Manager: Murray Lehr
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 10 suites available)
Convention Rates: Single: from $6; Double: from $9; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,000)
Rates for Meals: Breakfast: 75c to $3; Lunch: $1.50 to $4; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Golf, Riding

Shattuck Hotel

2086 Allston Way (Phone: THornwall 5-7300)
Manager: George J. Willis
Convention Season: all year
Largest Group Accommodated: 250 (80 rooms and 10 suites available)
Convention Rates: Single: From $5; Double: From $7; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Rates for Meals: Breakfast: from 45c; Lunch: from 75c; Dinner: from $1.75
Liquor: Set ups available
Air Conditioning: Banquet and meeting rooms
Charges for Mtg. and Banquet Rms.: None
Net Exhibit Space: 3552 sq. ft. on one floor
Visual Aids Available: screen, blackboards, easel
Other Equipment Available: PA system, spotlights, stage
Parking: free facilities

BEVERLY HILLS

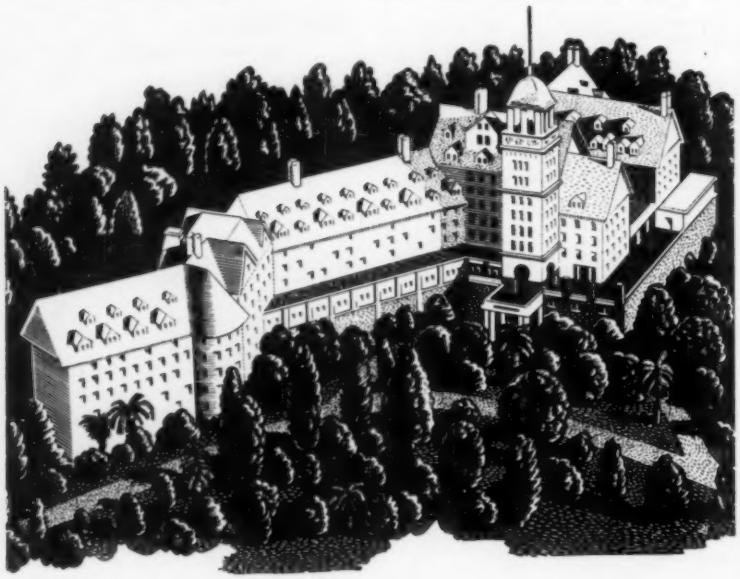
Railroads: Pac. Elec.; S.P.

The Beverly Hilton (HSMA)

9876 Wilshire Blvd. (Phone: CR 4-7777)
General Manager: Robert A. Groves
Sales Manager: Lloyd Sando
Convention Season: All year
Largest Group Accommodated: 1000 (150 rooms and 20 suites available)
Convention Rates: Single: $13 to $21; Double: $16 to $24; Suites: $37 to $45
No. Mtg. Rms. & Capacity of Largest: 10 (1,100)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Rates for Meals: Breakfast: $3.00; Lunch: $3.50; Dinner: $6.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 25c for 2 hours, 50c all day
Sports Facilities: Swimming and golf

Beverly Wilshire Hotel (HSMA)

9514 Wilshire Blvd. (Phone: Crestview 54282)
Manager: A. M. Padden
Sales Manager: Eleanor Loeggering
Convention Season: All year



Superlative

facilities, food and service!
Acres of free parking space!

Ideal Accommodations

for conventions up to 250—meetings and banquets up to 2,000

Preferred by most companies for their Northern California conventions, meetings and banquets!

FINEST Resort Hotel in San Francisco Bay Area!

Hotel *Claremont*

OAKLAND-BERKELEY, CALIF.
Just 20 Minutes from San Francisco

One of California's Finest Resort Hotels!

Murray Lehr
Managing Director

THornwell 3-3720
Teletype OA 520

Largest Group Accommodated: (200 rooms available during Apr. 15 to June 15, Oct. 15 to Dec. 15)
Convention Rates: Single: from $14; Double: from $16; Suites: $30 to $32
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Depending on type of function
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage (54' x 20')
Parking: Facilities available
Sports Facilities: Tennis, Swimming

BLAIRSDEN

Railroads: W.P.

Feather River Inn (HSMA)

See Advertisement, page 29

(Phone: VErnon 6-2501)
Manager: Robert C. Walker
Sales Manager: C. Kenneth Grailer
Convention Season: June 1st to Oct. 1st
Largest Group Accommodated: 220 (100 rooms and 6 suites available)
Convention Rates: Single: $13 to $14; Double: $26 to $28; Suites: $39 to $42. American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 4 (225)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16mm silent projector
Other Equipment Available: PA system, spotlights, stage (10' x 20')
Parking: Free facilities
Sports Facilities: Golf, Horseback, riding, Swimming, Fishing, Tennis

CARMEL

Airlines: SWA

La Playa Hotel

P.O. Box 900 (Phone: Mayfair 4-6476)
Resident Manager: R. Theodore Ahlstedt

CHIPPER SAYS: LET'S MAKE YOUR NEXT CONFERENCE AN OUTSTANDING SUCCESS AT

FEATHER RIVER INN

Excellent food—delightful weather. All convention facilities at your disposal.

Golf, swimming, fishing, dancing and supervised entertainment for children.

Blairsden, Calif. VErnon 6-2501

San Francisco Office
Ferry Bldg., GArfield 1-4196

Chicago Office
The Interstate Co., Suite 1450
Mdse. Mart, Michigan 2-5680

Sales Manager: Carl Wilson
Convention Season: All year
Largest Group Accommodated: 120 (60 rooms and 2 suites available)
Convention Rates: Single: $16; Double: $25; Suites:
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Rates for Meals: Breakfast: $2; Lunch: $1.75; Dinner: $3.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if convention in hotel
Net Exhibit Space: 1,550 sq. ft. on one floor
Visual Aids Available: Projectors, screens
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Swimming, Golf, Horseback riding, Fishing

CORONADO

Railroads: S.D. & A.E.; Str. from S.F.

Hotel del Coronado (HSMA)

See Advertisement, page 29

Ocean Front (Phone: HE 4-3161)
Managing Director: H. B. Klingensmith
Convention Sales Manager: Gethin D. Williams
Convention Season: All year, but only very small groups in July and Aug.
Largest Group Accommodated: 800 (350 rooms and 25 suites available)
Convention Rates: Single: $22; Double: $38; Suites: $8 per day extra for lanai. American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (900)
Rate for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,000 sq. ft. 10,000 on one floor
Visual Aids Available: 35mm projection and sound equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage. Free parking on grounds
Sports Facilities: Tennis Club, Golf, Sailing, Deep Sea Fishing, Shuffleboard, Ping pong, Beach Swimming pool

MAKE CONVENTIONS A FAMILY AFFAIR

Disneyland Hotel
AND RESTAURANTS
...in the heart of America's Favorite Playland

Bring the family to your next function...increase morale and attendance. Enter through Disneyland gates to a resort hotel that has every facility for successful conventions, meetings, banquets... from 10 to 1,000... parking for 700 cars. Air conditioned rooms with ample electrical outlets, built-in audio system, mikes and phono-jacks. Food by famous Gourmet Restaurants. Modern accommodations. Coral Club features Olympic swim pool. 16 shops in Hotel arcade. Special convention room and food rates. Just 30 minutes from Los Angeles. Combine business and pleasure at Disneyland Hotel.

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DON M. DALEY • Disneyland Hotel • Anaheim, California

FOR YOUR CONVENTION
Come to Coronado
THE WEST'S GREATEST CONVENTION RESORT

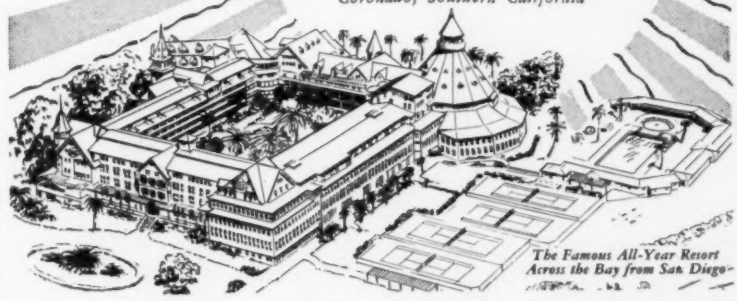
All convention activities under one roof ...with plenty to do for relaxation. Swim in pool or sea; dancing, golf, tennis ...exciting old Mexico only ½ hour away, featuring Jai Alai and racing.

• Groups up to 800 • American Plan • Sightseeing • Ample Meeting Rooms (No Charge) • Beach Club, Golf and Tennis Facilities • Deep-sea Fishing

We'll help you make your next convention the best yet!

H. B. KLINGENSMITH Managing Director
GETHIN D. WILLIAMS Convention Mgr.

Hotel del CORONADO
Coronado, Southern California



The Famous All-Year Resort Across the Bay from San Diego

CALIFORNIA

continued

FRESNO

Railroads: S.P.; A.T. & S. Fe
Airlines: TWA, UAL

CONVENTION BUREAU

Fresno Convention Bureau
1230 M St. (1)
Gordon Hewson, General Manager

Fresno Memorial Auditorium

1230 N. St. (Phone: 6-8031)
Manager: Gordon Hewson
Exhibit Areas: Main floor, 14,000 sq. ft.; lobby and stage, 3,000 sq. ft.
Rental Fees and Services: $150 plus 10% of gross over $2,000
Floor Load. 2,000 lbs.
Ventilation. Air-cooled.
Ceiling Height: 72 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 5 doors, 60 ft. wide
No. of Elevators and Capacities: One 12 ft. by 12 ft. elevator, capacity 2,000 lbs.
Columns, Locations and Dimensions: None
Current and Utilities Available: AC and DC, 220 and 110
Loading Facilities: Three locations, stage level, floor level and basement
Size of Storage Areas: 2,000 sq. ft.
Number of Meeting Rooms and Capacities: 10 (25 to 150)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: 1,000 cars
Distance from Business District: 5 blocks

Hotel Californian

Kern & Van Ness (Phone: 4-9611)
Reservations Manager: Miss Merle I. Norton
Manager: John M. Lloyd
Convention Season: All year
Large Group Accommodated: 400 (175 rooms and 5 suites available)
Convention Rates: Single: from $5; Double: from $7; Twins: from $9.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: none if meals served
Net Exhibit Space: 2,500 sq. ft. on two floors
Visual Aids Available: Screen, Blackboard
Other Equipment Available: PA system, stage
Parking: Facilities available

Fresno Hacienda

Highway 99 at Clinton (Phone: Amherst 8-4061)
Manager: Thompson McCrea
Sales Manager: E. Howland Swift
Convention Season: All year
Largest Group Accommodated: 750 (250 rooms and 15 suites available)
Convention Rates: Single: $7; Double: $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1.75; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 7,500 sq. ft.; 4,700 sq. ft. on one floor
Visual Aids Available: screens
Other Equipment Available: PA system, spotlights, stage (15 x 30)
Parking: Free facilities for 1,200 cars
Sports Facilities: 3 swimming pools, Top name floor shows, dance band and underwater ballet nightly

HOBERGS

Transportation supplied from San Francisco, Oakland, Sacramento
Buses: Greyhound daily from Oakland and San Francisco

Hobergs Resort

(Phone: Hobergs 1)
Manager: George G. Hoberg
Sales Manager: Philip F. Ellis
Convention Season: April, May, June, Sept., Oct.
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $14.50; Double: $25; Suites: $16.50 to $26. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.50 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on two floors
Visual Aids Available: 16mm sound projector, slide projector
Other Equipment Available: PA system, spotlights, stages
Parking: Free facilities
Sports Facilities: Riding, Golf, Softball, Tennis, Badminton, Shuffleboard, Swimming

HOLLYWOOD

Railroads: Pac. Elec.: S.P.

Hollywood Knickerbocker (HSMA)

1714 Ivar St. (Phone: HO 5-3171)
Manager: E. Tall Commanday
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 15 suites)
Convention Rates: Single: From $8; Double: from $10; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: from 80c; Lunch: from $1.20; Dinner: from $2.65
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.:
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Parking lot: 50c for 24 hours; $1.25 in garage
Sports Facilities: Swimming pool; golf and fishing nearby

Hollywood Plaza Hotel

1637 N. Vine (Phone: Hollywood 5-1131)
Manager: Walter M. Schroeder
Convention Season: All year
Largest Group Accommodated: 250 (140 rooms and 60 suites available)
Convention Rates: Single: $6 to $8.50; Double: $8 to $10; Twins: $8.50 to $10.50; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 2 (140)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Rates for Meals: Breakfast: from $1.75; Lunch: from $1.75; Dinner from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: No charge if food served; otherwise, $15 and $35
Net Exhibit Space: 1,500 sq. ft.
Other Equipment Available: PA system, Spotlights, Stage
Parking: from 50c per day
Sports Facilities: Heated pool

Hollywood Roseveit Hotel

7000 Hollywod Blvd. (Phone: Hollywood 9-2442)
Manager: L. B. Nelson
Sales Manager: Robert M. Fannin
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms and 10 suites available)
Convention Rates: Single: $8 to $16; Double: $10 to $16; Suites: $18 to $36
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Public Rooms
Charges for Banquet & Mtg. Rms.: $12.50 to $100
Net Exhibit Space: 8,900 sq. ft.
Other Equipment Available: PA system, spotlights, platform
Parking: from 25c in connecting garage and lot
Sports Facilities: Swimming pool

LAKE TAHOE

Railroads: So. Pac.

Brockway Hot Springs

Brockway (Phone: LIberty 6-3353)
Manager: M. Bennett
Convention Season: June 1 to July, Labor Day to Sept. 30
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $20; Double: $28 to $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (325)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Badminton, Swimming, Ping-Pong, Fishing

Tahoe Tavern

Tahoe City (Phone: Tahoe City 300)
Manager: Fred Ichelson
Convention Season: Before July 1, and after August 20
Largest Group Accommodated: 300 (92 rooms and 33 suites available)
Convention Rates: Single: $14; Double: $28; Suites: $48. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Served in hotel
Visual Aids Available: Cinemascope theatre
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Swimming, Boating, Fishing, Water skiing, Tennis, Golf

LONG BEACH

Railroads: A.T. & S.F.; Pac. Elec.; So. Pac., U. Pac.
Airlines: UAL, WAL, TWA, AAL

CONVENTION BUREAU

Long Beach Convention & Visitors Bureau
Municipal Auditorium
Howard A. Jones, Manager

AUDITORIUM

Municipal Auditorium

270 E. Seaside Blvd. (Phone: HE. 7-2771)
Manager: Wm. Hanssen
Exhibit Areas: Exhibit Hall, 25,000 sq. ft.; Convention Hall, 15,000 sq. ft.; Mezzanine, 2,000 sq. ft.
Rental Fees: On application
Ceiling Height: Exhibit Hall, 16 ft.; Convention Hall, 55 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. wide 14 ft. high
Elevators and Capacities: Two, 90 persons each
Columns: 24 in. by 30 in., 20 ft. apart
Utilities: AC 110-220 current
Loading Facilities: Truck entrance with one-ton hoist
Storage Areas: 900 sq. ft.
Meeting Rooms and Capacities: Two, 180; two 50; two, 40; one, 25
Facilities for Food Functions and Banquet Capacity: Can handle banquet for 1,800
Parking Facilities: Adjacent
Distance from Business District: Two blocks

Lafayette Hotel

See Advertisement, Page 31

Broadway and Linden (Phone: HEmlock 5-5681)
Manager: Dave Tallichet
Sales Manager: Tommy Noh
Convention Season: All year
Largest Group Accommodated: 500 (283 rooms and 20 suites available)
Convention Rates: Single: $7; Double: $10 and $11; Suites: $23 to $27
No. Mtg. Rms. & Capacity of Largest: 13 (1000)
No. Banquet Rms. & Capacity of Largest: 13 (1500)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if convention registered in hotel
Net Exhibit Space: 35,000 sq. ft.; 15,000 on one floor
Visual Aids Available: Projection booth, movie screen, podium
Other Equipment Available: PA system, spotlights, stage
Parking: Adjacent, 50c outside, $1 inside
Sports Facilities: Beach, Golf, Bowling, Tennis, Riding, Fishing, Swimming pool in hotel

Wilton Hotel (HSMA)

See Advertisement, Page 31

210 E. Ocean Blvd. (Phone: Long Beach 7-2201)

More and More Conventions Are Headed for LONG BEACH *In Southern California*

... on the shores of the blue Pacific

CHECK THESE ADVANTAGES:

- **Top Hotels and Motels—Adjacent to Municipal Auditorium**
  Convenient, comfortable rooms at sensible prices.
- **Excellent Exhibit and Meeting Halls**
  Ample booth space—nearly 100 meeting halls.
- **Largest Auditorium in the West**
  Especially designed to meet your needs.
- **Convention and Trade Show Know-How**
  Helpful experience gained from over 1000 shows.
- **Fun—Around the Clock, Around the Year**
  Night Clubs—Sports—Entertainment.
- **Hundreds of Nearby Scenic and Recreational Advantages**
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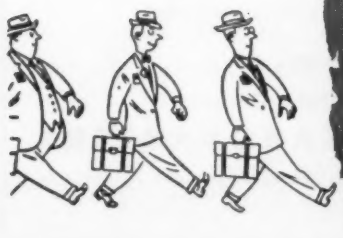

Write now for more information

Convention & Visitors Bureau

Municipal Auditorium

LONG BEACH, CALIFORNIA

CALIFORNIA

Long Beach continued

Manager: Anthony Lackey
Sales Manager: Ralph Breshears
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 15 suites available)
Convention Rates: Single: $7; Double: $11; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: $1.50 to $2.50; Lunch: $2 to $3.50; Dinner: $2.50 to $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 12,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 inside garage; $1 outside

LOS ANGELES

Railroads: So. Pac.; Santa Fe; U. Pac.; Pac. Elec.; Los. A. Jnct.
Airlines: AAL, BAL, TWA, UAL, WAL, PAA, SWA, CMA, CAL

CONVENTION BUREAU

Los Angeles Convention & Visitors Bureau
1151 S. Broadway (15)
Allen K. Pollock, Manager

AUDITORIUMS

Pan Pacific Auditorium

7600 Beverly Blvd. (Webster 8-3456)

Manager: C. E. Cord, President
Exhibit Areas: 100,000 sq. ft.
Rental Fees and Services: Rentals include overhead light, janitor service, maids, porters, ticket takers, night watchman, fireman and offices
Floor Load: Unlimited
Ceiling Height: 24 ft. **P. A. System:** Altec system
Dimensions: Opening to Exhibit Hall: 17 ft. high, 60 ft. wide
Columns: 20 feet apart
Utilities: 110, 220, 440 AC current; gas, water
Loading Facilities: level ground
Facilities for Food Functions: None, three refreshment stands and cocktail lounge
Parking Facilities: 32 acres
Distance from Business District: Eight miles

Shrine Exposition Hall

See Advertisement, Page 32

700 West 32nd St. (Richmond 9-0191)

Manager: Fred J. Tabery
Exhibit Area: Lower level, ground floor and balcony, 96,000 sq. ft.
Rental Fees and Services: Depends on duration and type of show
Floor Load: Unlimited on lower level, other areas 200 lbs. **Ventilation:** Excellent
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 14 ft. wide, 14 ft. high
Elevators and Capacities: One freight elevator, 2,000-lb. capacity
Utilities: 110, 220, 440 AC, 60 cycles; gas, water, drain
Loading Facilities: Ramp to balcony, truck doors to lower level and main floor
Storage Areas: Adjacent to building
Meeting Rooms and Capacities: Flexible as required
Facilities for Food Functions: Can handle banquets from 1,500 to 4,500
Parking Facilities: Adjacent lots
Distance from Business District: Three miles, eight minutes by car

Alexandria Hotel (HSMA)

5th and Spring Sts. (Phone: Madison 6-7484)

Gen. Manager: L. H. Strowbecker
Sales Manager: Miss Lee Benbrook
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms and 10 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $12; Suites: $30.
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.25; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $15.00 to $150.00
Net Exhibit Space: 11,000 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, portable stage up to 64 sq. ft.
Parking: $1.50 for 24 hours

Ambassador Hotel (HSMA)

3400 Wilshire Blvd. (Phone: Dunkirk 7-7011)

Manager: Philip J. Weber
Sales Manager: John Henne
Convention Season: All year
Largest Group Accommodated: 2000 (350 rooms and 50 suites available)
Convention Rates: Single: from $9; Double: from $12; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 18 (2000)
No. Banquet Rms. & Capacity of Largest: 18 (2000) (1,000)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet and Meeting Rooms: None
Net Exhibit Space: 25,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, slide projector, closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per hour; $1 overnight
Sports Facilities: Swimming, Ping Pong, Badminton, Putting Green, Health Club

The Biltmore

515 S. Olive (Phone: Michigan 1011)

General Manager: Edw. S. Bernard
Sales Manager: Francis Bustillo
Convention Season: All year, except Dec. 30 to Jan. 2
Largest Group Accommodated: 1400 (600 rooms and 50 suites available)
Convention Rates: Single: $6 to $11; Double: $9.50 to $14; Twin: $10.50 to $14.50; Suites: $17 to $32
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 14 (1,200)

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SHRINE EXPOSITION HALL

For your Trade Show, Convention, Sales Meeting or Banquet

- **THREE FULL FLOORS OF EXHIBIT SPACE . . .**
  56,000 square feet on street floor and mezzanine . . . an additional 40,000 square feet in newly renovated, air-conditioned lower level . . .
- **COMPETENT PERSONNEL . . .** complete stock of trade show furniture and equipment available on premises at all times.
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Easily accessible to freeways **5-8 minutes from all major hotels**

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For information or dates write: Shrine Exposition Hall, 700 West 32nd Street, Los Angeles, California
Telephone: Richmond 7-2923

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Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N.Y.

FLY THE FINEST

FLY TWA

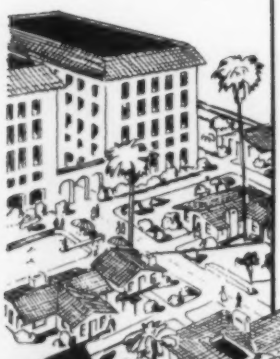
CALIFORNIA
Los Angeles continued

Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50 min. (plus tax and tip)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for meeting rooms if hotel is headquarters for convention. $20 to $400 per day, depending on size, for exhibits.
Net Exhibit Space: 23,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours: proportionately less for shorter period
Sports Facilities: Beach and golf club privileges

Chapman Park Hotel & Bungalows

See Advertisement, page 34

3405 Wilshire Blvd. (Phone: Du 4-1181)
Manager: Tom D. Miles
Sales Manager: John Tetley
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 100 suites available)
Convention Rates: Single: $7 to $10; Double: $11 to $12; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3. Prices plus tax and gratuity.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None



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TOM D. MILES, Gen. Manager

Chapman Park
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Luxury beyond compare
...but no extra fare!

RESERVED SEATS
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WESTERN AIRLINES

Net Exhibit Space: 1500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per day hour; 75c per day
Sports Facilities: Private outdoor swimming pool

Mayfair Hotel

See Advertisement, page 37

1256 W. 7th St. (Phone: Dunkirk 4-4161)
Manager: Carl W. Hudgens
Sales Manager: James Erhart
Convention Season: All year
Largest Group Accommodated: 550 (150 rooms and 8 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $12; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: from 85c; Lunch: from 95c; Dinner, from $1.95. Banquet prices: Breakfast: from $2; Lunch: from $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $75
Net Exhibit Space: 4,578 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 60c overnight, $1 in and out service
Sports Facilities: Heated Swimming Pool

Sheraton-Town House (HSMA)

See Advertisement, page 7

639 S. Commonwealth St. (Phone: DU 2-7171)
Manager: Edward J. Crowley
Sales Manager: Tom Browne
Convention Season: All year
Largest Group Accommodated: 250 (40 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,250 sq. ft. on one floor
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Swimming, golf, tennis

Hotel Statler (HSMA)

930 Wilshire Blvd. (Phone: Madison 9-4321)
Manager: J. C. Meacham
Sales Manager: O. Thomas Barrett
Convention Season: All year
Largest Group Accommodated: 1,500 (1,275 rooms and 75 suites available)
Convention Rates: Single: $6.50 to $11; Double: $9 to $14; Suites: $19 to $34
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 8,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 25c an hour, $2 maximum

MONTEREY

Railroads: So. Pac.
Airlines: SWA

Casa Munras Hotel & Cottages

See Advertisement, page 35

700 Munras Ave. (FRontier 5-2411)
Resident Manager: Robert W. Campbell
Convention Season: All year
Largest Group Accommodated: 215 (130 rooms and 11 suites available)
Convention Rates: Single: $8 to $12; Double: $10 to $18; Suites: $26 to $50
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: $1 to $1.20; Lunch: $1.75 to $2.50; Dinner: $2.65 to $5.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if rooms and meals at hotel
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Blackboard
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Pool, Beach, Deep sea fishing Tennis, Golf, Riding

OAKLAND

Railroads: So. Pac.; Santa Fe; W.P.; Sac. Nor.
Airlines: TWA, WAL, SWA, AAL, CAL

AUDITORIUM

Oakland Municipal Auditorium-Arena
12th & Fallon Sts. (TE 2-3600, Ext. 445)
Manager: L. C. Luaddeke
Exhibits Areas: Arena, 17,000 sq. ft. hallway, 6,000 sq. ft.; Exposition Building, 51,000 sq. ft.
Rental Fees and Services: $400 to $500 per day; full utilities, house electrician, janitor service
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 60 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 15 ft. by 15 ft.
Columns: None
Utilities: AC and DC current, drains, steam, gas, water
Loading Facilities: Outside loading dock, ramp to Arena
Storage Areas: Full basement
Meeting Rooms and Capacities: Theater, 2,000; Ballroom, 300; four hallways, 250 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Six blocks

Hotel Claremont
See Advertisement, Page 28
(See listing under Berkeley)

Hotel Leamington
1814 Franklin St. (Phone: HIgate 4-2525)
Manager: Jack H. Camp
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and suites on weekends; 60 rooms for all week)
Convention Rates: Single: $5.50 to $9; Double: $7 to $11; Suites: $14 to $20
No. Mtg. Rms. & Capacity of Largest: 12 (550)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Rates for Meals: Breakfast: 45c to $3; Lunch: 75c to $5; Dinner: $2 to $7
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 8,000 sq. ft. on two floors
Visual Aids Available: Television free all rooms
Other Equipment Available: PA system, staging to set up
Parking: $1 in lot; $1.25 in garage
Sports Facilities: All within 5 mile radius (except winter sports)

OJAI

Railroads: S. Pac.

Ojai Valley Inn & Country Club
(Phone: Ojai 484)
Manager: William G. Briggs
Convention Season: All year
Largest Group Accommodated: 80 (67 rooms available)
Convention Rates: Single: $20; Double: $30; Suites: $32. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (110)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Rates for Meals: Breakfast: $2; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector screen
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Swimming

PALM SPRINGS

Railroads: So. Pac.
Airlines: WAL CAL

CONVENTION BUREAU
Palm Springs Convention Bureau
Chamber of Commerce
Miss Roberta Nye, Manager

The Desert Inn
153 N. Palm Canyon Dr. (Phone: 2261)
Acting Manager: Robert Tallioferro
Convention Season: Oct. 10 to April 1. Groups under 40 between Jan. 1 and April 1. Closed to large groups Jan. 15 to Easter Sunday
Largest Group Accommodated: 200 Oct. 10 to Jan. 1 (90 rooms and 9 suites available)
Convention Rates: Single: $14; Double: $16. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Portable screen
Other Equipment Available: PA system, spotlights,
Parking: Free facilities
Sports Facilities: Swimming, Golf, Tennis, Table Tennis, Croquet, Badminton, Horseback riding

El Mirador Hotel (HSMA)
1150 N. Indian Ave. (Phone: Palm Springs 2044)
Manager: Rudi E. Sidler
Convention Season: Oct. 1 to May 31
Largest Group Accommodated: 600
Convention Rates: Single: from $12; Double: from $20; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $15
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spot lights, stage
Parking: Free facilities
Sports Facilities: Golf, Badminton, Tennis, Swimming

Palm Springs Biltmore
1000 Indio Rd. (Phone: 2357)
Manager: Robert B. Levin
Sales Manager: Frank E. Cotter
Convention Season: All year, except Feb. 1 to Easter Sunday
Largest Group Accommodated: 75
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Horseback riding, Ping pong, Shuffleboard

PASADENA

Railroads: So. Pac.; Santa Fe; Pac. Elec.; U.P Svs

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Monterey California's MOST FAMOUS CONVENTION RESORT

CASA MUNRAS
Hotel and Cottages

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130 Cottage Rooms; Facilities for 250 Guests; Dancing; Cocktail Lounges; Suites. Located in the Center of World Famed Monterey Peninsula, the West Coast's Favorite Year-Round Recreational Area. Recognized as One of California's Foremost Convention Resorts.

JACK DOUGHERTY, Owner

Write: Casa Munras Hotel, Monterey, California, for Brochure and Additional Information.

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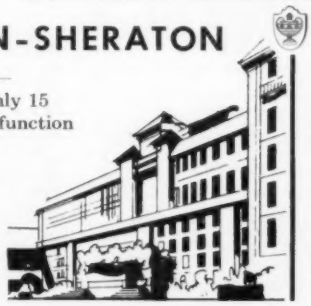
G. A. Whitcomb, *Sales Mgr.*
Huntington-Sheraton Hotel
Pasadena, Calif.



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Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

CALIFORNIA

Pasadena continued

CONVENTION BUREAU

Convention & Visitors Information Bureau
Pasadena Chamber of Commerce
William Adams, II

AUDITORIUM

Pasadena Civic Auditorium

300 E. Green St., (SY 2-2616, Ext. 348)
Manager: Edward J. Allen
Exhibit Areas: Exhibition Hall, 16,895 sq. ft.
Rental Fees: Exhibition Hall, 8 AM-6 PM, $150—6 PM-12 M, $175; Auditorium, $200 and $300.
Floor Load: Average **Ventilation:** Blower
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Truck ramp to entrance
Meeting rooms and Capacities: Main Auditorium, 3,000; 2 lecture halls, 150 and 500; 14 committee rooms
Facilities for Food Functions: Can seat 2,000 for banquet
Parking Facilities: 1,000 cars in adjoining lots
Distance from Business District: In center of business district

Hotel Green (HSMA)

50 E. Green St. (Phone: SYcamore 6-6141)
Manager: Leroy Linnard
Sales Manager: Lucius B. Stroupe
Convention Season: All year, except Dec. 28 to Jan. 3
Largest Group Accommodated: 125 in summer 75 in winter (80 rooms available during summer and 30 during winter)
Convention Rates: Single: $5 to $6; Double: $6.50 to $8; Suites: $10 to $20
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from 60c; **Lunch:** $1.10; **Dinner:** $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None, when used for meals; from $10 when used for meetings
Visual Aids Available: 16mm and 8mm projector, screen, blackboard, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight
Sports Facilities: Swimming, Shuffleboard, Ping Pong, Horse Racing

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New meeting and exhibit rooms.
Air-conditioned hotel and cottage rooms.
Distraction-free location amid 8500 acres of Sierra foothills in Northern California.
Recreations include mineral water baths, massage, swimming, dancing, entertainment, Carousel cocktail lounge. Golf and riding available.
Modest American plan rates.
Season—April to November

Richardson *Mineral* **Springs**

P.O. BOX 100
RICHARDSON SPRINGS, CALIF.
Phone:
RICHARDSON SPRINGS 71

The Huntington-Sheraton

See Advertisement, Page 35

(Phone: SYcamore 2-0266)
Manager: S. W. Royce
Sales Manager: George A. Whitcomb
Convention Season: Jan. 3 to Feb. 15; Mar. 15 to Dec. 15
Largest Group Accommodated: 450 (225 rooms and 30 suites available)
Convention Rates: Single: $10 to $16; Double: $14 to $26; Suites: from $28
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,500 sq. ft. on one floor
Visual Aids Available: 35mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Swimming, Badminton Putting greens, Golf nearby at private clubs

PEBBLE BEACH

Railroads: S.P.

Del Monte Lodge

(Phone: 7-3811)
Manager: William H. Hubbard
Convention Season: Sept. 15 to July 1
Largest Group Accommodated: 150 (94 rooms and 6 suites available)
Convention Rates: Single: $16 to $32; Double: $33 to $43; Suites: $50 and $51. Prices are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 2736 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector, 35mm and standard slide projector
Other Equipment Available: PA system and portable stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Heated swimming pool, Riding, Trap and Skeet shooting.

RICHARDSON SPRINGS

Railroads: So. Pac. (4 miles from Richardson Springs)
Airlines: SWA (depot in Chico—12 miles)

Richardson Mineral Springs

See Advertisement, Page 36

P.O. Box 71 (Phone: Richardson Springs 71)
Manager: Robert Minerich
Convention Season: Apr. 1 to June 15 and Sept. 1 to Nov. 1
Largest Group Accommodated: 250 (125 rooms and 20 suites available)
Concention Rates: Single: $15; Double: $24; Suites: $30. Rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Indoor and outdoor movie screens, 16mm sound camera, and projectionist available at most times without charge, blackboards
Other Equipment Available: PA System, Stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Shuffleboard Ping Pong, Golf

RIVERSIDE

Airlines: Bonanza, Western
Railroads: Santa Fe, U.P.

CONVENTION BUREAU

Riverside Convention Bureau
Chamber of Commerce
E. M. Barker, Convention Manager

Mission Inn

(Phone: OVerland 6-1000)
Manager: David A. Danolds
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms and 12 suites available)
Convention Rates: Single: $12; Double: $15; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.50 to $2.45; Dinner: $2.50 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $50
Net Exhibit Space: 8,100 sq. ft.
Visual Aids Available: 35mm motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: Municipal lot, 5c per hour; attended, 60c for 24 hours
Sports Facilities: Swimming, Golf, Tennis, Horseback Riding

SACRAMENTO

Railroads: S. Pac.; W.P.; Sac. No.; C. Cal. 1
Airlines: UAL, SWA

AUDITORIUM

Sacramento Memorial Auditorium

15th and I St. (Gilbert 2-5041)
Manager: Richard Tulley
Exhibit Areas: Basement, 1,000 sq. ft.; main floor 9,000 sq. ft.; stage, 1,800 sq. ft.
Rental Fees and Services: $250 per day, includes janitor service, heat, light
Ventilation: Circulating fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft. by 12 ft.; 6 ft. by 6 ft.
Elevators and Capacities: One, 3,000 lbs.
Columns: Main floor, none; basement, every 10 ft
Utilities: AC current
Loading Facilities: Two platforms
Storage Areas: 1,000 sq. ft.
Meeting Rooms and Capacities: Main Auditorium 5,000; Little Theatre, 300; five committee rooms seat 30-40 each
Facilities for Food Functions: None
Parking Facilities: Street parking and parking lot
Distance from Business District: Five blocks

Hotel El Rancho

West Capitol Ave. (Phone: Hudson 1-3031)
Manager: Alfred Y. Barson
Sales Manager: Fred Cracchiolo
Convention Season: All year, except during State Fair in Sept.
Largest Group Accommodated: 250 (100 rooms and 10 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $10; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: Club; Lunch: from $1.25; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: from $25
Net Exhibit Space: 1,650 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, platform
Parking: Free facilities
Sports Facilities: Swimming pool

Hotel Senator (HSMA)

12th & L Sts. (Phone: Gi 2-5081)
Manager: Charles W. Cole
Sales Manager: W. J. Rogers
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms available)
Convention Rates: Single $6 to $8; Twins: $9 to $15; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3, including tax and tip
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft.
Other Equipment Available: PA system, spotlights, stage (12' by 20')
Parking: Free facilities
Sports Facilities: Baseball, Swimming, Skiing, Football

SAN BERNARDINO

Railroads: So. Pac.; Santa Fe; U.P.; P.E.
Airlines: WAL

Arrowhead Springs Hotel

P.O. Box 571 (Phone: San Bernardino 8-3211)
Manager: Frank L. Bret
Sales Manager: S. E. Caukins
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 10 suites available)
Convention Rates: Single: $10; Double $14; Suites: $25. Omerican Plan rates also available for conventions.
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: $1.50 to $2.50; Lunch: $2.50 to $3.50; Dinner: $3.50 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 800 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking Facilities: $1 per night
Sports Facilities: Golf, Tennis, Riding, Swimming pool, Croquet, Badminton, Shuffleboard

SAN DIEGO

Railroads: A.T. & S.Fe; S.D. & A.E.
Airlines: AAL, BAL, UAL, WAL, CAL

CONVENTION BUREAU

San Diego Convention & Tourist Bureau
924 Second Ave. (1)
Mitch Angus, Executive Manager

El Cortez Hotel

7th & Ash Sts. (Phone: BE 2-0161)
Manager: Carl P. Frank
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms and 25 suites available)
Convention Rates: Single: $8 to $12; Double: $11 to $16; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 7 (950)
No. Banquet Rms. & Capacity of Largest: 7 (950)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $1.75 to $3; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 20,000 sq. ft. on one floor
Visual Aids Available: motion picture screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1 over night
Sports Facilities: Swimming in hotel, Tennis, Golf in Balboa Park, Sport fishing

Hotel San Diego

339 W. Broadway (Phone: F-1221)
Manager: Howard Ebert
Sales Manager: Tom Coleman
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 6 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.65
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7700 sq. ft. on two floors
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage (7' x 20')
Parking: 75c for 24 hours
Sports Facilities: Swimming, Boating, Professional Baseball

U. S. Grant

326 Broadway (Phone: Main 3121)
Manager: Carleton Lichty
Sales Manager: Larry Bell
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 25 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $12; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (1000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when hotel is headquarters for convention
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage (62' x 16')
Parking: $1.25 for 24 hours
Sports Facilities: All outdoor sports available 20 minutes from hotel

SAN FRANCISCO

Railroads: S.P.; Santa Fe; W.P.; N.W.P.; P. & S.R.
Airlines: TWA, UAL, WAL, SWA, PAA, AAL, BCPA, CAL

CONVENTION BUREAU

San Francisco Convention & Tourist Bureau
Exposition Auditorium (2)
W. G. Swanson, Vice President-Gen. Manager

AUDITORIUMS

Civic Auditorium

57 Grove St. (HEmlock 1-6352)
Manager: James T. Graham
Exhibit Areas: 90,000 sq. ft.
Rental Fees and Services: Based on character of event
Floor Load: Unlimited **Ventilation:** Mechanical
Ceiling Height: 70 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: 23 ft. wide
Elevators and Capacities: One, 3,100 lbs.
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Rear freight doors
Meeting Rooms and Capacities: 15 rooms seat from 30 to 9,000
Parking Facilities: Good
Distance from Business District: In business district

Cow Palace

(Phone: JUniper 4-2480)
Manager: Nye Wilson
Exhibit Areas: 298,006 sq. ft.; Arena and two wings 168,000 sq. ft. on one level
Floor Load: Unlimited
Ceiling Height: 104 ft. in Arena, 24 ft. in wings
PA System: Yes
Dimensions, Opening to Exhibit Hall: Arena, 13 ft., 8 inches; wings, 12 ft., 2 inches
Columns: None in Arena; 10 in. by 10 in. steel in wings, 20 ft. by 30 ft. spaces
Utilities: 1,750 KVA—three phase
Loading Facilities: Forklifts and docks on grounds; railroad siding ¾ mile away
Storage Areas: Unlimited under cover

Meeting in SAN FRANCISCO?

Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

Throughout the western United States—and in British Columbia and Hawaii as well—**Western Hotels** offer perfect facilities for conventions, sales meetings, and group gatherings of any **size.**

From Denver to Honolulu—from Vancouver, B. C., to Los Angeles—each Western Hotel provides meeting rooms, food and beverage service, and living accommodations of the highest calibre. So practical—so convenient—it's a *pleasure* to conduct business where all your needs are agreeably considered!

The opening of the fabulous Long House convention hall at the Hawaiian Village has added a **new,** glamorous-but-practical aspect of conventioneering. For in this 18-acre tropical paradise on Waikiki's finest beach, convention and living accommodations—in beautiful Hawaii—are only a flight away.

Further information may be obtained by contacting the manager of any of these fine Western Hotels.

WESTERN HOTELS

Vancouver, B. C.: Georgia—***Seattle:*** Benjamin Franklin, Olympic, Roosevelt—***Spokane:*** Davenport—***Tacoma:*** Winthrop—***Bellingham:*** Leopold—***Wenatchee:*** Cascadian—***Portland:*** Benson, Multnomah—***San Francisco:*** St. Francis, Sir Francis Drake, Maurice—***Los Angeles:*** Mayfair—***Palm Springs:*** Oasis—***Denver:*** Cosmopolitan—***Salt Lake City:*** Newhouse—***Boise:*** Boise, Owyhee—***Pocatello:*** Bannock—***Butte:*** Finlen—***Billings:*** Northern—***Great Falls:*** Rainbow—***Honolulu:*** Hawaiian Village.

CALIFORNIA
San Francisco continued

Facilities for Food Functions: Banquet for 2,200 in Arena
Parking Facilities: 6,300 cars
Distance from Business District: 12 minutes from center city via freeway

Clift Hotel

499 Geary St. (Phone: Prospect 5-4700)
Manager: Dwight Hart, Jr.
Sales Manager: Jackson G. Parker
Convention Season: All year
Largest Group Accommodated: 50 (15 rooms 2 suites available)
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Rates for Meals: Breakfast: $3; Lunch: $3.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $25 to $50 daily
Other Equipment Available: PA system, spotlights, stage can be assembled
Parking: Facilities available

Fairmont Hotel

Atop Nob Hill (Phone: Douglas 2-8800)
Manager: Arthur V. Allen
Sales Manager: Sydney B. Stark
Convention Season: All year
Largest Group Accommodated: 340 (150 double rooms and 20 suites available)
Convention Rates: Single: $11.50 to $18; Double: $15.50 to $22; Suites: $29 to $45
No. Mtg. Rms. & Capacity of Largest: 23 (1,300)
No. Banquet Rms. & Capacity of Largest: 23 (1,300)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $15 to $350
Net Exhibit Space: 7,500 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 over night (170-car garage in building)

Hotel Mark Hopkins (HSMA)

Nob Hill (Phone: Exbrook 2-3434)
Manager: George D. Smith
Sales Manager: Harold F. Sands
Convention Season: All year
Largest Group Accommodated: 500 (135 rooms and 25 suites available)
Convention Rates: Single: from $10; Double: from $13; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Rates for Meals: Breakfast: $2.75; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if hotel is convention headquarters
Net Exhibit Space: 6,720 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c per day, $1.50 overnight

Sheraton Palace Hotel (HSMA)

See Advertisement, page 38

New Montgomery & Markets Sts. (Phone: Exbrook 2-8600)
Manager: George Thomas Cullen
Sales Manager: Richard E. Paltenghi
Convention Season: All year
Largest Group Accommodated: 700 (200 rooms and 25 suites available)
Convention Rates: Single: from $8.85; Double: from $12.85; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Rates for Meals: Breakfast: From $2.75; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $1,000
Net Exhibit Space: 9,000 sq. ft. on one floor
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, portable stage
Parking: Facilities available

St. Francis Hotel (HSMA)

333 Powell (Phone: YUkon 6-2131)
Manager: Dan E. London
Sales Manager: David Plant
Convention Season: All year
Convention Rates: Single: from $10; Double: from $15; Suites: from $24
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Rates for Meals: Breakfast: $3; Lunch: $3; Dinner: $4.50
Liquor: Served in hotel
Net Exhibit Space: 5,339 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: $7.50 to $250
Other Equipment Available: PA system, spotlights, stage (40' x 14')
Parking: Facilities available

Sir Francis Drake Hotel

Powell & Sutter Sts. (Phone: Exbrook 2-7755)
Manager: Al Kelly
Sales Manager: Wyatt Shallcross, Jr.
Convention Season: All year
Largest Group Accommodated: 450 (150 rooms and 7 suites available)
Convention Rates: Single: $9 to $14; Double: $11 to $16; Suites: $28 to $40
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: $2.75 to $3; Lunch: $3.25; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,800 sq. ft.
Visual Aids Available: Motion picture screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available $2

Whitcomb Hotel

1231 Market St. (Phone: Underhill 1-9600)
Manager: Karl C. Weber
Convention Season: All year

In San Francisco it's the

SHERATON-PALACE

SAN FRANCISCO'S FINEST. The people of San Francisco will tell you there is no finer hotel in the world than the Sheraton-Palace. It has always insisted on maintaining the great traditions of Old World hospitality. It is ideal for your convention. The magnificent Garden Court may, by special arrangements, be used for banquets accommodating 1000 persons. There are 19 other special suites and function rooms accommodating from 18 to 700 persons.

700 rooms

RICHARD E. PALTENGHI, *Sales Manager*

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Sheraton Hotel opens 1957
PROVIDENCE
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CINCINNATI
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OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON HOTELS
THE BROADEST NAME IN

Largest Group Accommodated: 400 (250 rooms and 17 suites available)
Convention Rates: Single: $6 to $9; Double: $7 to $12; Twin: $8 to $12; Suites: $15 to $36
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,200)
Rates for Meals: Breakfast: from $1.45; Lunch: from $2.25; Dinner: from $3.25. Banquet prices for private dining rooms.
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $7.50 to $400
Net Exhibit Space: 21,060 sq. ft.
Visual Aids Available: Blackboards and motion picture screen
Other Equipment Available: PA system
Parking: $1.50 daily with drive-in and out privileges

SAN JOSE

Railroads: So. Pac.; W.P.
Airlines. SWA

CONVENTION BUREAU

Convention & Tourist Bureau
Civic Auditorium Bldg. (13)
Henry M. Plymire, Manager

AUDITORIUM

Civic Auditorium

Market & San Carlos Sts. (Cy 2-3141, Ext. 107)
Manager: Francis F. Heney
Exhibit Areas: 10,000 sq. ft.
Rental Fees and Services: 10% of gross, no services
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12-ft. door
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck-height loading zone
Storage Areas: 2,000 sq. ft.
Facilities for Food Functions: None
Parking Facilities: 450 cars; 650 when completed
Distance from Business District: One block

Montgomery Hotel

211 S. First St. (Phone: Cy 4-9404)
Manager: Ralph Caldwell
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms available)
Convention Rates: Single: $3.50 to $7; Double: $4 to $10; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: $1 to $2; Dinner: $1.25 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 75c at adjacent lot

Hotel Sainte Claire

Market & San Carlos St. (Phone: Cy 5-2626)
Manager: Phil C. Riley
Convention Season. All year
Largest Group Accommodated: 200 (100 rooms and 6 suites available)
Convention Rates: Single: $7; Double: from $8.50; Twins: from $10.00; Suites: $30 to $45
No. Mtg. Rms. & Capacity of Largest: 10 (650)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: from $2.50; Lunch: from $2.75; Dinner: from $4.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 6,740 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage $1. Parking 75c
Sports Facilities: Golf, 2 University Football Stadiums

SANTA BARBARA

Railroads: So. Pac.
Airlines: SWA

CONVENTION BUREAU

Santa Barbara Convention Bureau
P.O. Box 299
Norine DeOrian, Manager

Hotel Carrillo

31 W. Carrillo St. (Phone: WOodland 7161)
Manager: Harold J. Smith
Sales Manager: Pat Connolly
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 5 suites available)
Convention Rates: Single: $5 to $9; Double: $6 to $11; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: 65c to $1.35; Lunch: 95c to $2.25; Dinner: $1.65 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None

Visual Aids Available: Blackboards
Other Equipment Available: Spotlights, stage
Parking: $1 per day
Sports Facilities: Fishing, Golf, Swimming

Mar Monte

See Advertisement, Page 39

East Cabrillo Blvd. (Phone: WOodland 6121)
Manager: Geo. C. Wilson
Convention Season: All year
Largest Group Accommodated: 175 (88 rooms and 7 suites available)
Convention Rates: Single: $8; Double: $10; Suites $20
No. Mtg. Rms. & Capacity of Largest: 6 (675)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.50; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,506 sq. ft. on one floor in auditorium across street
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage in auditorium
Parking: Free facilities
Sports Facilities: Golf, Tennis, Boating, Swimming, Fishing, Horseback riding, Water Skiing

Miramar Hotel (HSMA)

See Advertisement, Page 39

P.O. Box 599, South Coast Hwy. (Phone: 9-2203)
Manager: W. P. Gawzner
Sales Manager: Lynn Gaskins
Convention Season: All year except July and Aug.
Largest Group Accommodated: 300 (130 rooms available)
Convention Rates: Single: $8; Double: $10; Suites: $14 to $25
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: 60c to $2.15; Lunch: $1.25 to $2; Dinner: $2.25 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,150 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Heated Pool, Tennis, Golf Course, Private Beach, Shuffleboard, Ping Pong, Fishing, Riding

Santa Barbara Biltmore Hotel & Cottages

Montecito (Phone: WOodland 9-2261)
Manager: Roderick E. Noonan
Sales Managers: Harry Westgate, Jr. and Jackson Parker
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 225 (120 rooms and 12 suites available)
Convention Rates: Single: $21; Double: $32; Suites: $20 additional. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 12,180 sq. ft. on one floor
Visual Aids Available: Two 35mm sound projectors
Other Equipment Available: PA system, spotlights, stage (30' x 25')
Parking: $1.50 per day in garage
Sports Facilities: Putting course, Tennis, Shuffleboard, Croquet, Table tennis, Badminton, Horseshoes, Riding, Deep sea fishing, Swimming. 2 golf courses nearby

SANTA CRUZ

Railroads: So. Pac.
Airlines: SWA

CONVENTION BUREAU

Santa Cruz Convention Bureau
Civic Auditorium
Mrs. Kay Dillon, Manager

Hotel Casa del Rey

Cliff & Beach Sts. (Phone: 2400)
Manager: Harry A. Farros
Sales Manager: Sam millard
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 15 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $10; Suites: $7 for parlor plus bedroom rate
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 1 (500)

MAR MONTE HOTEL

SANTA BARBARA

Beside the Blue Pacific

Large or small groups find hospitality they'll long remember at the Mar Monte in romantic Santa Barbara.

Complete facilities for convention or conference. Even a beachside hall for meetings.

Enjoy Continental cuisine in the Riviera room. Cocktails on the Continental Terrace. Swimming in the new heated pool. Dancing six nights a week.

Moderate rates — European plan. Group rate inquiries invited. You'll be warmly welcomed by our staff.

George Wilson, Manager

MAR MONTE HOTEL

SANTA BARBARA

SANTA BARBARA

MIRAMAR

HOTEL RESORT

The Unique Combination For Business and Recreation

Unequalled for business meetings, large or small. 200 rooms in 21 garden acres by the sea. Just 90 miles from Los Angeles in suburban Montecito, five minutes from Santa Barbara.

New convention hall and meeting rooms with every modern facility, accommodate to 800 for meetings or dances, 575 for banquets, 3 banquet rooms, 7 meeting rooms. Every recreational facility. Private sandy ocean beach, heated swimming pool, tennis, golf and many others.

Special group rates on request. European plan. Your inquiry will receive the personal attention of—

William P. Gawzner, Manager

MIRAMAR

HOTEL RESORT

SANTA BARBARA

CALIFORNIA

The Ahwahnee

Yosemite National Park, California

Modern comfort and every facility for sales and convention meetings amid spectacular mountain scenery. Centrally located and easy to reach . . . Sleeping capacity 200; dining capacity 500, with additional sleeping capacity in cottages to accommodate 500. Completely equipped meeting rooms.

For full information and colorful booklet write Convention Department, Yosemite Park and Curry Co., Yosemite National Park, California.

Meeting in DENVER?

Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

CALIFORNIA

Santa Cruz continued

Rates for Meals: Breakfast: from 75c; Lunch: from 90c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air-cooled
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Other Equipment Available: PA System, spot lights, stage
Parking: No charge for conventions in lot
Sports Facilities: Swimming, Tennis, Golf, Deep sea fishing

SANTA MONICA

Railroads: Pac. Elec.; So. Pac.

CONVENTION BUREAU

Santa Monica Convention Bureau
109 Santa Monica Blvd.
Homer F. Caswell, Manager

Miramar Hotel

See Advertisement, Page 39

Wilshire and Ocean Ave.
Manager: William W. Donnelly
Convention Season: All year
Largest Group Accommodated: 130 (200 rooms and 25 suites available)
Convention Rates: Single: $8; Double: $13; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 9 (1200)
No. Banquet Rms. & Capacity of Largest: 9 (1000)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4.00. All prices plus tax and tips.
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights stage (portable)
Parking: Free facilities
Sports Facilities: Heated swimming pool

YOSEMITE NATIONAL PARK

Railroads: S. Pac.; Santa Fe; West Pac.; Yosemite Transportation System

The Ahwahnee

See Advertisement, Page 40

(Phone: Yosemite 88)
Manager: Frances R. Connett
Sales Manager: George H. Oliver
Convention Season: Sept. to May, June 1 to 10
Largest Group Accommodated: 200 (100 rooms and 4 suites available)
Convention Rates: Single: $21 to $23; Double: $30 to $34; Parlors: $12 and $13. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,780 sq. ft. on one floor
Visual Aids Available: 35mm slide, 2 x 2 slide, 16mm sound motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Horseback riding, Golf, Tennis Swimming, Hiking, Bicycling

COLORADO

COLORADO SPRINGS

Railroads: D. & R.G.W.; A.T. & S.F.; Col. & So.; C.R.I. & P.; M.T.
Airlines: BNF, CAL

Antlers Hotel

Pikes Peak & Cascade Ave. (Phone: MElrose 2-2661)
Manager: J. R. Gaughenbaugh
Sales Manager: E. V. "Mike" Cobb
Convention Season: All year
Largest Group Accommodated: 500 (258 rooms and 40 suites available)
Convention Rates: Single: from $8; Double: from $14; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (750)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.40; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Varies
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per hour
Sports Facilities: All winter and summer sports

The Broadmoor Hotel

(Phone: Melrose 4-7711)
Manager: Wm. B. Hall, Jr.
Convention Season: Labor Day to July 1
Largest Group Accommodated: 450 (200 rooms and 30 suites available)
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,900 sq. ft. on one floor
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: Free Facilities
Sports Facilities: Tennis, Golf, 27 holes, Boating, Riding, Tours, Swimming, Ice Skating, Badminton, Handball, Squash, Bowling, Skeet

DENVER

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.
Airlines: UAL, BNF, WAL, CAL

CONVENTION BUREAU

Denver Convention & Visitors Bureau
225 W. Colfax Ave. (2)
Clarence N. Hockom, Manager

AUDITORIUMS

City Auditorium

14th and Curtis Sts. (Alpine 8864)
Manager: Michael Livoda
Exhibit Areas: Convention Arena floor, 20,000 sq. ft.; Promenade, 2,000 sq. ft.; Remodeled theatre available December, 1956
Rental Fees and Services: Rent is free; payment only for services. If exhibit space is sold, charge is $.15 per sq. ft. of net space or cost of basic services—whichever is greater.
Floor Load: Exhibition Hall, unlimited; Arena Level, 100 lbs. per sq. ft.
P. A. System. Available in Auditorium, Arena
Ceiling Height: Exhibition Hall, 12.5 ft.; Arena, 80 ft.
Dimensions, Opening to Exhibit Hall: 14.4 ft. wide by 11 ft. high
Elevators and Capacities: One service elevator, 12 ft. long by 6 ft. wide, 75 lbs. per sq. ft. load limit
Columns: In Exhibition Hall
Utilities: AC any voltage, water, drains, gas
Loading Facilities: Ramps
Storage Areas: Ample
Meeting Rooms and Capacities: Nine meeting rooms seat from 60 to 120; Arena, seats 5,588
Facilities for Food Functions and Banquet Capacity: Catering kitchen can handle banquet for 2,000
Parking Facilities: Three large lots adjacent to building

Denver Coliseum

46th Ave. and 44th St. (MAin 4820)
Manager: Michael Livoda
Exhibit Areas: Arena, 25,000 sq. ft.; Promenade, 10,000 sq. ft.; Basement, 6,000 sq. ft.
Rental Fees: On application
Floor Load: Unlimited
Ventilation: Roof exhaust blowers
Ceiling Height: 87 ft.
P. A. System: Available
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 11,433 seats (7,933 permanent)
Facilities for Food Functions and Banquet Capacity: Can handle 2,000
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Brown Palace Hotel (HSMA)
17th & Tremont (Phone: Tabor 3111)
Manager: Charles A. Toole
Convention Season: All year
Largest Group Accommodated: 200 (80 twins and 20 suites available)
Convention Season: All year
from $12.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 up
Other Equipment Available: PA system, spotlights, stage (4' x 12')
Parking: Adjacent $1.50 for 24 hours, $.35 per hour

The Cosmopolitan (HSMA)
See Advertisement, Page 37
Broadway at 18th Ave. (Phone: MA 2181)
Manager: Thomas J. Lee
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms including 15 suites available)
Convention Rates: Single: $7 to $9; Double: $11 to $14; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 11 (900)
No. Banquet Rms. & Capacity of Largest: 11 (650)
Rates for Meals: Breakfast: $1.50; Lunch: $2 Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $200
Visual Aids Available: Movie Screens
Other Equipment Available: PA system, spot lights, stage
Parking: $1 per night, $1.75 24 hours
Sports Facilities: Nearby

Park Lane Hotel
See Advertisement, Page 42
450 S. Marian Pkway (Phone: PEarl 3-4611)
Manager: N. J. Frampton
Sales Manager: Ray E. Baker
Convention Season: All year

The "New"
STANLEY RESORT
ESTES PARK, COLORADO
CONVENTION FACILITIES

Casino Auditorium: 42 x 66 plus balcony and theatrical stage, 15 x 24. Seats 500.
Maxwell Room: 65 x 80. Banquet and dining facilities for 450. PA system, stage, service bar.

OTHER SPECIAL ROOMS INCLUDE

Music Room: 40 x 40. Seats 140.
Pinon Room: 40 x 27. Seats 140.
Roundup Room: 17 x 40. Seats 100.
Manor West Lounge: 32 x 32. Seats 140.
Manor East Lounge: 32 x 32. Seats 140.
Ranch Room: 32 x 25. Seats 100.

"Extras" Included in American Plan

Square dancing . . . chuck wagon dinners . . . ladies luncheons . . . pool . . . swimming . . . nightly entertainment and dancing . . . admission to world famous Lariat Lounge . . . croquet . . . horseshoes . . . putting . . . tennis . . . children's playground with supervision . . . ping pong . . . billiards . . . bingo . . . card games . . . fashion shows.

Horseback riding, tours of National Park, golf, boating and fishing available at reasonable rates.

Estes Park 'Phone 23
Chicago 'Phone MOhawk 4-5100
Teletype No. CG-1264

Largest Group Accommodated: 300 (150 rooms and 25 suites available)
Convention Rates: Single: $10; Double: $14; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 7 (250)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $75. Exhibit rooms: Same
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spot lights, stage
Parking: Free facilities
Sports Facilities: Swimming at hotel. Golf nearby

ESTES PARK

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.—all to Denver
Airlines: UAL, BNF, WAL, CAL—all to Denver

Stanley Hotel (HSMA)
See Advertisement, Page 41
(Phone: 23)
Convention Season: June to Sept.
Manager: Bob Dean
Largest Group Accommodated: 340 (170 rooms and 1 suite available)
Convention Rate: Single: $20; Double: $30; Suites: $40 to $58. Rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, stage (15' x 24')
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Riding Lawn Games

CONNECTICUT

BRIDGEPORT

Railroads: N.Y., N.H. & H.
Airlines: AAL

Hotel Barnum
150 Fairfield Ave. (Phone: 5-0141)
Manager: Vernon C. Behn
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 10 suites available)
Convention Rates: Single: $4.75 to $7.50; Double: $7 to $10.50; Suites: $17.50
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (225)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: 85c to $1.50; Dinner: $1.85 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c per day

GROTON

Railroads: PRR; N.Y., N.H. & H.
Airlines: NEA

Griswold Hotel & Country Club
See Advertisement, Page 42
Eastern Point (Phone: Hilltop 5-9711)
Manager: Morton A. Mencher
Convention Season: May, June, after Labor Day, and Mon. through Thurs. in July and Aug.
Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $16 to $18; Double: $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (800)

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For assistance in site selection when you have a particular problem, you may call on the free assistance of **Meeting-Site Service,** operated as a reader service by SALES MEETINGS. For more details, write: **Meeting - Site Service,** SALES MEETINGS, 1212 Chestnut St., Philadelphia 7, Pa.

See page 204.

The Griswold

on the cool Sound . . .
Eastern Point, Groton, Conn.

One of America's finest summer resort hotels. Beautifully located 2½ hours from New York and Boston. Internationally famous cuisine. Endless superb sports facilities including a meticulously maintained private 18-hole championship golf course, Olympian salt water pool, tennis, and fishing in the breeze-swept sound.

Complete convention facilities and accommodations for groups of 25 to 600 persons.

Directly accessible by super highways and hourly air conditioned trains via Penna. R.R. and N.Y., N.H. & H. R.R.

An international reputation for upholding the finest traditions of luxury hotel-keeping.

For complete information address

MAURICE PFURSICH

Convention Manager
Suite 1303—250 West 57th Street
New York 19, New York
Phone—CIrcle 5-6374

CONNECTICUT

Groton continued

No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $5 to $6.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Swimming, Tennis, Badminton, Handball, Softball, Fishing, Ping Pong

HARTFORD

Railroads: N.Y., N.H. & H.
Airlines: AAL, UAL, EAL, NEA

Hotel Bond

See Advertisement, Page 68

338 Asylum St. (Phone: Chapel 7-3231)
Manager: G. R. Davies
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 10 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $12.50; Suites: $10.50 to $28.50
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Rates for Meals: Breakfast from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Bedrooms and 5 smaller meeting and banquet rooms
Charges for Banquet & Mtg. Rms.: $5 to $150
Other Equipment Available: PA system in ballroom, stage
Parking: from 50c after 3 hours

Hotel Statler

Ford & Pearl St.
Manager: Frank P. Morse
Sales Manager: F. B. Hignett
Convention Season: All year
Largest Group Accommodated: (200 rooms available)
Liquor: Served in hotel
No. Mtg. Rms. & Capacity of Largest: 6 (1,300)
No. Banquet Rms. & Capacity of Largest: 6 (870)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.75; plus tax and gratuity
Air Conditioning: Entire hotel
Net Exhibit Space: 7,836 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports: Golf

NEW HAVEN

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL

AUDITORIUM

New Haven Arena

26 Grove St. (LOcust 2-3123)
Manager: Nathan Podoloff
Exhibit Areas: Main floor, 16,000 sq. ft.; mezzanine, 4,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: 250 lbs. per sq. ft., main floor; 100 lbs. per sq. ft. mezzanine
Ventilation: Exhaust fans
Ceiling Height: 35 ft.
P. A. System: Altec
Dimension, Opening to Exhibit Hall: 12 ft. 9 in. by 12 ft. 5 in.
Columns: None
Utilities: 110-220 single and 3-phase current
Loading Facilities: Loading platforms, forklift equipment
Storage Areas: 10,000 sq. ft. adjacent
Meeting Rooms and Capacities: Ten rooms, up to 50 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve up to 1,500
Parking Facilities: Garage in building, nearby lots
Distance from Business District: Three blocks

Taft Hotel

College St. (Phone: ST 7-1121)
Manager: Craig La Vin
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 6 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 up
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75
Sports Facilities: Swimming, Golf, Boating

NEW LONDON

Railroads: N.Y., N.H. & H.; Cent. Vt.
Airlines: NEA

Mohican Hotel

281 State St. (Phone: Gibson 3-4341)
Manager: E. T. Lemonis
Convention Season: All year
Largest Group Accommodated: 300
Convention Rates: Single: $3.50 to $4; Double: $7.50; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from 85c; Dinner: from $1.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Depends on size of room
Air Conditioning: 2 public rooms
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight in rear of hotel

STAMFORD

Railroads: N.Y., N.H. & H.

Roger Smith Hotel

See Advertisement, Page 42

56 River St. (Phone: Stamford 3-2112)
Manager: Richard M. Landmark
Convention Season: All year—weekends preferred

IN STAMFORD, CONN.
THE Roger Smith HOTEL
offers inviting accommodations for your Sales Meetings and small Conventions
• opposite a park, city center around the corner
• 3 meeting rooms, up to 75 capacity
• 3 banquet rooms, up to 50 capacity
• Cafe Caprice, Parisian cocktail lounge
• air-conditioned dining room
• air-conditioned guest rooms available
• exceptional cuisine
• courteous, trained staff
• complete cooperation on last minute changes
Richard M. Landmark, Mgr.
For information address hotel or Roger Smith Hotels Corp., 151 East 50th St., New York 22

IN WATERBURY, CONN.
THE Roger Smith ELTON
for the most satisfactory Sales Meetings and Conventions
• one of New England's most famous hotels
• 9 meeting rooms — capacity up to 400
• air-conditioned dining room and cocktail lounge
• 9 banquet rooms — capacity up to 325
• air-conditioned guest rooms available
• excellent food & service
• courteous, trained staff
• complete cooperation on last minute changes
Vincent E. Gerardi, Mgr.
For information address hotel or Roger Smith Hotels Corp., 151 East 50th St., New York 22

Largest Group Accommodated: 100
Convention Rates: Single: $4.75; Double: $7.50 to $13.50
No. Mtg. Rms. & Capacity of Largest: 3 (50)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Rates for Meals: Breakfast: from 35c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Dining room, some bedrooms
Charges for Banquet & Mfg. Rms.: Variable
Visual Aids Available: Blackboard
Other Equipment Available: PA system, spotlights
Parking: Free facilities

Roger Smith Hotel

See Advertisement, Page 44

30 W. Main St. (Phone: PLaza 3-2161)
Manager: Vincent E. Gerardi
Convention Season: All year
Largest Group Accommodated: 200 (160 rooms available)
Convention Rates: Single: $4 to $8; Double: $6.75 to $11
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (325)
Rates for Meals: Breakfast: from 35c; Lunch: from 85c; Dinner: $1.50
Liquor: Served in hotel
Air Conditioning: Smaller banquet rooms, dining room, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight.

DELAWARE

WILMINGTON

Railroads: Balt. & Ohio; Penna.; Reading
Airlines: AAL, EAL, AAA, TWA

Meeting in WASHINGTON? Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention—from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

Hotel DuPont (HSMA)

11th & Market Sts. (Phone: 6-8121)

Manager: J. D. LaMothe
Sales Manager: F. H. Colburn, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 4 suites available)
Convention Rates: Single: $7 to $10; Double: $10 to $15; Suites: $25 to $35
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, suites and large twins
Charges for Mtg. Rms.: $3 to $125
Net Exhibit Space: 7,800 sq. ft.
Visual Aids Available: Sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Mupicipal Course, Theater (accommodates, 1,250)

DISTRICT OF COLUMBIA

WASHINGTON

Railroads: Penna.; Balt. & Ohio; Ches. & Ohio; R.F. & P.; So. Ry.
Airlines: AAL, EAL, TWA, UAL, CAI, CAP, NAL, NWA, AAA, DAL

SHERATON

SHERATON-PARK HOTEL

WASHINGTON'S LARGEST BANQUET ROOM IN WASHINGTON'S LARGEST HOTEL

Fabulous new Sheraton Hall, where a dinner for 2,000 or meeting for 3,000 can be held on one floor . . . while an exhibit of World Fair proportions is held on the floor below. Other convention facilities include seven function rooms accommodating from 50 to 800 people. Also, tennis courts, and a magnificent swimming pool. Sixteen-acre country club setting.

1200 rooms
Kurt A. Smith, *General Manager*
Fred B. Sanders, *Sales Manager*

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON HOTELS
THE PROUDEST NAME IN

DISTRICT OF COLUMBIA

continued

CONVENTION BUREAU

Greater National Capital Committee
1616 K St., N.W. (6)
Clarence A. Arata, Manager

AUDITORIUMS

National Guard Armory

See Advertisement, Page 45

2001 East Capitol St. (LIncoln 7-9077)

Manager: Arthur J. Bergman
Exhibit Areas: Main floor, 75,913 sq. ft.; additional 65,000 sq. ft. on lower level available subject approval of Armory Board
Rental Fees and Services: Commercial, $1,000 per day, $5,000 per week; trade shows, $.15 per sq. ft. for exhibit area; services extra.
Floor Load: 400 lbs. per sq. ft.
Ventilation: 24 in. and 48 in. exhaust fans
Ceiling Height: 95 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft. 10 in. by 11 ft. 10 in.
Columns: None
Utilities: 208 and 120 single and 3-phase AC steam, gas, water, air and drain lines
Loading Facilities: Drive in
Storage Areas: Basement, 7,000 sq. ft.
Meeting Rooms and Capacities: 24, 100 persons, 3, 150 persons; 2, 300 persons; 3, 500 persons; 2 1,750 persons
Facilities for Food Functions and Banquet Capacity: Facilities for banquets up to 5,000
Parking Facilities: 1,500 cars
Distance from Business District: Three miles

Uline Arena

3rd & M Sts., N.W. (Phone LI 7-5800)
Manager: Paul B. Rothgeb
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: $750 per show, plus expenses
Floor Load: Unlimited
Ceiling Height: 40 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 50 ft. by 15 ft.
Columns: None
Loading Facilities: Trucks can drive into building; railroad siding next door
Storage Areas: Under Arena seating
Meeting Rooms and Capacities: 14 rooms, up to 50 people
Facilities for Food Functions: Banquet for 1,500
Distance from Business District: ½ mile

Mayflower Hotel (HSMA)

See Advertisement, Page 68

Conn. Ave. & DeSales St. (Phone: District 7-3000)
Manager: G. J. Mack
Sales Manager: Robert L. Pfeiffer
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 40 suites available)
Convention Rates: Single: $7 to $19; Double: $11 to $22; Suites: $24 to $45
No. Mtg. Rms. & Capacity of Largest: 16 (1,350)
No. Banquet Rms. & Capacity of Largest: 13 (1,342)
Rates for Meals: Breakfast: from $2.75; Lunch: from $3.25; Dinner: from $5, plus 10% gratuities and 2% tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all bedrooms
Charges for Banquet & Mtg. Rms.: Depends on size of convention
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per day

Raleigh Hotel (HSMA)

See Advertisement, Page 120

Penna. Ave. at 12th St. (Phone: NAtional 8-3810)
Manager: John F. Schlotterbeck
Sales Manager: Jack Mankay
Convention Season: All year
Largest Group Accommodated: 950 (450 rooms and 25 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 3 (325)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50. Add 2% tax and tips
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,108 sq. ft. on one floor
Visual Aids Available: Slide and movie projectors, screens
Other Equipment Available: PA system, spotlights, stage (6 ft. by 9 ft.)
Parking: $1.50
Sports Facilities: Horseback riding, golf, swimming, and boating near hotel

Roger Smith Hotel

See Advertisement, Page 44

18th St. & Pennsylvania Ave.
(Phone: NAtional 8-2740)
Manager: Stanley Livingstone
Convention Season: All year
Largest Group Accommodated: 200 (220 rooms available)
Convention Rates: Single: $5 to $9; Double: $8 to $13; Suites available
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 5 (125)
Rates for Meals: Breakfast: from 40c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Guest rooms, smaller banquet rooms and dining room
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available:
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight until 10 AM, pick-up and delivery

Sheraton-Carlton

See Advertisement, Page 7

16th & K Sts., N.W. (Phone: Metropolitan 8-2626)
Manager: Edmond A. Bieder
Sales Manager: Miss Mary Stuart Price
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 5 suites available)
Convention Rates: Single: $11 to $14; Double: $15 to $18; Suites: $34 to $45
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: $2.75; Lunch: $3.50; Dinner: $6
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Nominal
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per day

Sheraton-Park Hotel (HSMA)

See Advertisement, Page 43

2660 Woodley Road, N.W. (Phone: Columbia 5-2000)
Gen. Manager: Kurt A. Smith
Sales Manager: Fred B. Sanders
Convention Season: All year
Largest Group Accommodated: 1,000 (425 rooms and 75 suites available)
Convention Rates: Single: $6.50 to $10.50; Double: $11 to $14; Suites: $17 to $45
No. Mtg. Rms. & Capacity of Largest: 8 (3,000)
No. Banquet Rms. & Capacity of Largest: 10 (2,000)

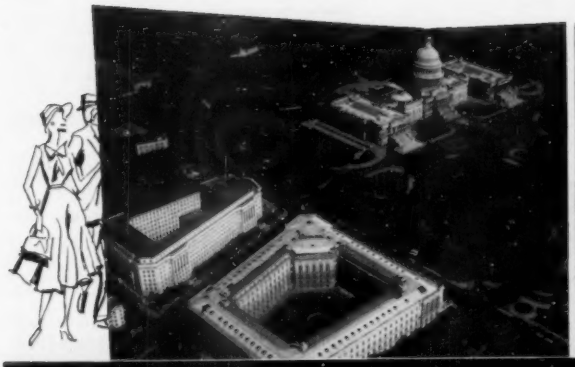
NOW IS THE TIME FOR THAT
WASHINGTON CONVENTION

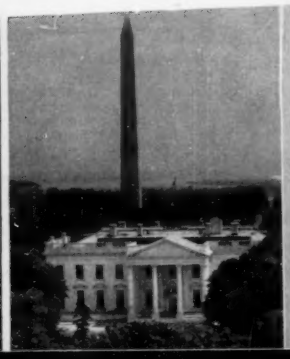
It's BUSINESS back in the Capital—To catch this new optimistic note—to give your Company and Association Meetings and Exhibits the added zest and sparkle of the new Washington enthusiasm—plan your activities at The Shoreham.

Few national meetings are too large for our facilities . . . certainly none is too small for careful and considerate attention.

L. GARDNER MOORE—*Manager*
JOSEPH W. ELLIOTT—*Sales Manager*

The SHOREHAM
Connecticut Avenue at Calvert Street
Washington 8, D.C.



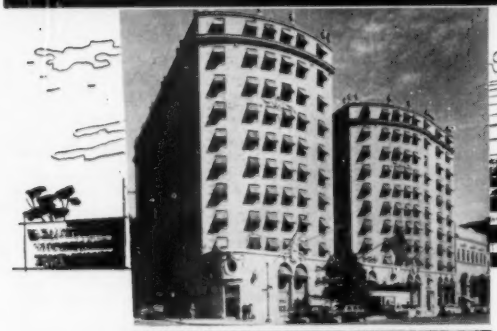


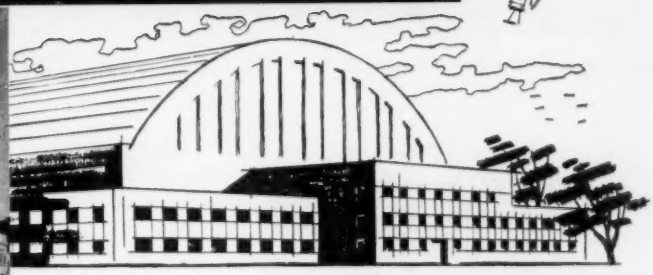
The heritages of all America — 443 historic memorials, statues, and government buildings. Here is tradition. Here is the nerve center of the nation, and of the world.

only in

Washington, D. C.

the nation's leading Convention City...





The most beautiful city in the world . . . Washington's magnificent monuments, celebrated landmarks, countless modern hotels, and special seasonal attractions mark her as a favorite convention city. The Nation's Capital reflects the glory of the past, the leadership of today, and the promise of tomorrow.

The D. C. Armory

for conventions, trade association shows, industrial and commercial exhibits.
Largest exhibit space in the nation's capital, the D. C. Armory has 76,000 sq. ft. of unobstructed floor space—all on one floor. An additional 65,000 sq. ft. on lower floor available on request.
In addition to its convenient location, it offers complete convention and exhibit facilities, plus many other features.

for information—write Arthur J. Bergman, Manager

NATIONAL GUARD ARMORY

2001 East Capitol Street, Washington 3, D. C.
Lincoln 7-9077

Washington's Largest Downtown Ballroom

is now re-opened!

In addition to Washington's most spacious ballroom, there is the newly restored south ballroom—and nine additional meeting rooms—all air conditioned. Dining and bar facilities have been modernized and expanded. New adjacent garage facilities are available. All suites and bedrooms are air conditioned and furnished with radio and large screen television. Write for complete convention information.

Richard H. Nash
General Manager

Teletype WA-732
Telephone
NAtional 8-4420

AN ABBELL HOTEL

The WILLARD
Washington D.C.

14th Street and Pennsylvania Avenue, N. W

DISTRICT OF COLUMBIA
continued

Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: No charge when hotel is headquarters. Exhibit Rms. $480 per day for 16,000 sq. ft.
Net Exhibit Space: 12,000 sq. ft. on one floor and 15,000 additional sq. ft.
Visual Aids Available: 16mm projector & screen
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and parking lot, 75c to $1.50
Sports Facilities: Tennis courts, Swimming pool and Golf nearby

Shoreham Hotel
See Advertisement, Page 44

2500 Calvert St., N.W. (Phone: 4-0700)
Gen. Manager: L. Gardner Moore
Convention Season: All year, especially summer and Dec.
Largest Group Accommodated: 900 (425 rooms and 65 suites available)
Convention Rates: Single: $8 and $9; Double: $13 and $14; Suites: $17 and $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.90 to $2.50; Dinner: from $2.75—also coffee shop.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. in same area—2 levels
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking. Garage at $1.50 and parking lot at 75c
Sport Facilities: Golf and Tennis Courts nearby

Statler Hotel (HSMA)

16th & K Sts., N.W. (Phone: Executive 3-1000)
Manager: Herbert C. Blunck
Sales Manager: James W. Fauquier
Convention Season: All year
Largest Group Accommodated: 1,390 (500 rooms and 30 parlors available)
Convention Rates: Single: from $10; Double: from $15; Suites: from $35
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (850)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $400
Net Exhibit Space: 32,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, portable stage
Parking: $2.50 overnight

Washington Hotel (HSMA)

15th St. & Pennsylvania Ave.
(Phone: Metropolitan 8-5900)
Manager: Reyburn Miller
Sales Manager: Ray "Lake" Laketsky
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $7 to $10.50; Double: $11.50 to $15; Suites: $21 to $36
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 8,000 sq. ft.
Charges for Banquet & Mtg. Rms.: $10 to $200
Other Equipment Available: PA system, spotlights, stage
Parking: $2.25 for 24 hours

The Willard (HSMA)
See Advertisement, Page 46

14th St. & Pennsylvania Ave., N.W. (Phone NAtional 8-4420) Teletype No. WA 732
Manager: Richard H. Nash
Sales Manager: Leroy Miller
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 12 suites available)
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (900)
Rates for Meals: Breakfast: 90c to $1.25; Lunch: $1.15 to $2.60; Dinner: $1.40 to $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rooms: $15 to $400
Other Equipment Available: PA system, spot lights, stage
Parking: $2.25 for 24 hours

Belleview Biltmore

BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 27 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at The Belleview: Esso Standard Oil, Travelers Insurance Company, Security Mutual Life, Wirebound Box Manufacturers, Aetna Life, Northwestern Mutual Life, Metropolitan Life, U. S. Independent Telephone Association, Scientific Apparatus Makers Association, National Association of Architectural Metal Manufacturers, American Institute of Accountants.

DON CHURCH, *Manager*

FLORIDA

BELLEAIR
Railroads: A.C.L.; S.A.L.

Belleview Biltmore (HSMA)
See Advertisement, Page 46

(Phone: Clearwater, Fla. 3-2331)
Manager: Donald E. Church
Convention Season: Jan., Mar. 20 to May 1. Smaller meetings anytime from Jan. to May 1
Largest Group Accommodated: 600 (400 rooms and 15 suites available)
Convention Rates: Single: $19; Double: $32; Parlors $16 extra. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: 4 public rooms
Charges for Banquet & Mtg. Rooms: None
Visual Aids Available: 16mm and 35 mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Shuffleboard, Croquet, Tennis, Fishing

BOCA GRANDE

Railroads: SAL

Boca Grande Hotel

(Phone: 2701)
Manager: J. Newman Ruckle
Convention Season: All year
Largest Group Accommodated: 100 (105 rooms and 12 suites available)
Rates for Meals: Breakfast: to $1.75; Lunch: to $3; Dinner: to $4.75
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: Spotlights
Parking: Free facilities
Sports Facilities: Swimming, Shuffleboard, Golf, Fishing

BOCA RATON

Railroads: F.E.C.; S.A.L.

Boca Raton Hotel & Club (HSMA)

See Advertisement, Page 47

(Phone: 5411)

Manager: Robert B. Leggett
Sales Manager: I. N. Parrish
Convention Saeson: All year, except Jan. 10 to Mar. 20
Largest Group Accommodated: 700 (380 rooms and 25 suites available)
Convention Rates: Single: $25 to $30; Double: $40 to $60; Parlors: $65 to $85. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Net Exhibit Space: 10,793 sq. ft. on one floor
Visual Aids Available: 35 & 16mm projectors and 2 slide projectors
Charges for Banquet & Mtg. Rms.: None; Exhibit 10% gross
Other Equipment Available: PA system, spotlights, stage (31' x 24')
Parking: $1 outdoors, $1.50 indoors
Sports Facilities: Golf, Tennis, Swimming, Water Skiing, Fishing, Horseriding, Trap & Skeet range, New Polo field

CLEARWATER

Railroads: Atlantic Coast Line; Seaboard
Airlines: EAL, NAL, TCA

CONVENTION BUREAU

Clearwater Convention Bureau
R. L. Hendershott, Director

AUDITORIUM

Municipal Auditorium

Pierce & Cleveland Sts. (Phone: 3-1241)

Manager: Edward Moore
Exhibit Areas: 10,080 sq. ft., 800 sq. ft., 400 sq. ft., 800 sq. ft., 400 sq. ft.
Rental Fees and Services: $150 per day includes light, heat and power
Floor Load: 50 tons
Ventilation: Exhaust fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. by 20 ft., 8 ft. by 8 ft.
Columns: None
Utilities: AC 110-220, gas, water
Loading Facilities: Platform in rear, ground entrance in front
Storage Areas: 400 sq. ft.
Meeting Rooms and Capacities: One, 1,200; two, 100 and 150
Facilities for Food Functions and Banquet Capacities: Can handle banquet for 1,000
Parking Facilities: 600-car lot
Distance from Business District: Two blocks

Fort Harrison Hotel (HSMA)

See Advertisement, Page 145

S. Fort Harrison (Phone: 3-5061)

Manager: Edward Hunt
Sales Manager: Maxwell Myers
Convention Season: All year
Largest Group Accommodated: 400 (220 rooms and 15 suites available)
Convention Rates: Single: from $6; Double: from $9; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 8 (1000)
No. Banquet Rms. & Capacity of Largest: 8 (750)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6000 sq. ft. on one floor
Visual Aids Available: 16mm sound movie equipment
Other Equipment Available: PA system, spotlights, stage (30' x 20')
Parking: Free facilities
Sports Facilities: Swimming pool, Putting green, Wimbledon court, Shuffleboard on ground and Mens Health Club, Golf, Tennis, Fishing a few blocks from hotel

DAYTONA BEACH

Railroads: F.E.C.
Airlines: NAL, EAL

CONVENTION BUREAU

Daytona Beach Convention Bureau
533 Seabreeze Blvd.
Peter L. Niles, Exec. Director

AUDITORIUM

Peabody Auditorium

Bin G Peninsula Station (Phone 2-1441)

Manager: Henry Deverner
Exhibit Areas: Social Hall, 2,580 sq. ft.; lobby, 3,680 sq. ft.; stage, 3,920 sq. ft.
Rental Fees and Services: $300; janitor service, heat or air conditioning
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 13 ft. **P. A. System:** RCA
Dimensions, Opening to Exhibit Hall: 8 ft.
Columns: None
Utilities: AC current

ASK THE FOLKS WHO COME TO BOCA

Here are a few organizations, chosen from hundreds, whom we have had the privilege of serving over the years—and will continue to serve with unstinting care in the years ahead.

American Assn. of Advertising Agencies • Oldsmobile—Division of General Motors • Southern Newspaper Publishers Association • United States Savings & Loan League • Bicycle Institute of America • American Drug Manufacturers Assn. • Equitable Life Assurance Society • Metropolitan Life Insurance Company • Ford Motor Company • Southeastern Electric Exchange • New York Life Insurance Co. • Young Presidents' Organization • National Paint, Varnish & Lacquer Assn. • National Coffee Assn. • W. R. Grace & Co. • National Assn. of Manufacturers • Grocery Manufacturers of America • International Business Machines • National Assn. of Aluminum Distributors • American Pharmaceutical Manufacturers Assn. • Association of Junior Leagues of America, Inc. • Concrete Reinforced Steel Institute • Assn. of Reserve City Bankers • Pipe Line Contractors Assn. • Florida Bankers Assn. • American Drug Mfrs. • Connecticut General

You'll be happy at Boca, too! Write Convention Sales Dept. MT-11

Boca Raton
HOTEL AND CLUB
BOCA RATON, FLORIDA

"HOME OF THE WORLD'S MOST PAMPERED CONVENTIONS"

FLORIDA
Daytona continued

Loading Facilities: Street level
Storage Areas: 20 ft. by 80 ft.
Meeting Rooms and Capacities: One, 350
Facilities for Food Functions: None
Parking Facilities: Limited
Distance from Business District: Several blocks

Daytona Plaza (HSMA)
600 N. Atlantic Ave. (Phone: 4711)

Manager: John E. Leonard
Sales Manager: Peter Niles
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: $12; Double: $22. Rates for American Plan. European Plan also available.
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel. Package store in hotel.
Air Conditioning: Banquet and meeting rooms, 24 sleeping rooms
Charges for Banquet & Mtg. Rms.: None for groups housed
Visual Aids Available: 16mm projector
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Pitch 'n Putt course, Riding, Tennis, Fishing Pool, Shuffleboard, 3 Golf Courses nearby

Ellinor Village (HSMA)
626 S. Atlantic Avenue (Phone: CI 2-0431)

Manager: E. B. McFarland
Sales Manager: Bob Sloan

YOU'LL GET
GREATER ATTENDANCE
AT FLORIDA'S
GREAT CONVENTION CITY
DAYTONA BEACH

★ Convention Planning "Know How."
★ Tropical Resort Relaxation.
★ Hotels and Apartments for 40,000.
★ Meeting Rooms for 50 to 1000.
★ Air-conditioned Auditorium Seating 2,500 . . . With Exhibit Space.

DAYTONA BEACH RECREATIONAL AREA
ORMOND BEACH - HOLLY HILL
SOUTH DAYTONA - PORT ORANGE

WRITE
PETER NILES, EXECUTIVE DIRECTOR
CONVENTION BUREAU, 533 SEABREEZE BLVD.
DAYTONA BEACH, FLORIDA
OR CALL COLLECT 2-0461

Convention Season: All year except Feb., March & July
Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $15; Double: $25. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $3
Liquor: Served at hotel
Air Conditioning: Banquet and meeting rooms and 20 bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Slide and 16 mm. sound projectors
Other Equipment Available: PA system, spotlights stage (8' x 10')
Parking: Free facilities
Sports Facilities: Golf, tennis, shuffleboard, swimming, fishing, beach

Princess Issena Hotel (HSMA)
401 Seabreeze Blvd. (Phone: 7601)

General Manager: Timothy M. Hall
Convention Season: Apr., to Dec.
Largest Group Accommodated: 500 (200 rooms and six suites available)
Convention Rates: Single: $4 to $6; Double: $7 to $9; Suites: $12 to $15. American Plan add $6 per person.
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from 50c; Lunch: from $1; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms, 75% bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16mm projector with sound
Other Equipment Available: PA system, spot lights, stage 30' x 20'
Parking: Facilities available
Sports Facilities: Pitch 'n Putt, Tennis, Swimming Badminton

Riviera Hotel
U.S. Route 1 (Phone CLinton 2-2534)

Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 10 suites available)
Convention Rates: Single: $4; Double: $6; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: 40c to $1; Lunch: $1 to $1.50; Dinner: $1.75 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: No charge if hotel is convention headquarters
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, golf, tennis

GAINESVILLE

Railroads: A.C.L.; S.A.L.
Airlines: EAL

Hotel Thomas
615 N. E. 2nd St. (Phone: FR 2-9501)

Manager: Phillip E. Thomas
Sales Manager: Mary Hesters
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 3 suites available)
Convention Rates: Single: $3 to $6; Double: $6 to $12; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: to 95c; Lunch: Not Served; Dinner: $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 sleeping rooms
Charges for Banquet & Mtg. Rms.: Vary
Net Exhibit Space: 2,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities

HOLLYWOOD

Railroads: F.E.C.; S.A.L.

Hollywood Beach Hotel (HSMA)
See Advertisement, Page 48

Hollywood By The Sea (Phone: 2-1545)

Manager: John W. Tyler
Sales Manager: John Monahan
Convention Season: Oct. 15 to June, except Feb.
Largest Group Accommodated: 1,200 (416 rooms and 32 suites available)
Convention Rates: Single: $20; Double: $38 to $40; Suites: $10 additional. Rate are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 22 (2,000)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Rates for Meals: Breakfast: $2; Lunch: $4.50; Dinner: $7.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: 35mm projector in permanent theatre and 16mm facilities in several roms.
Other Equipment Available: PA system, spotlights, stage (14' x 30')
Parking: Facilities available
Sports Facilities: Pool, Tennis, Golf, Racing

Write or wire today for the free full-color brochure that tells you in words and pictures why **70%** of all groups return to the Hollywood Beach Hotel . . . why many organizations meet here again year after year after year.

at the
Hollywood Beach Hotel
AND COUNTRY CLUB
HOLLYWOOD-BY-THE-SEA IN FLORIDA

Address me personally:
JOHN F. MONAHAN,
General Sales Manager
or telephone:
HOLLYWOOD..... 2-4551
NEW YORK..... MU 8-6667
CHICAGO ..... SU 7-1563
JOHN W. TYLER,
General Manager

JACKSONVILLE

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla. Steamers from New York
Airlines: EAL, NAL, DAL, SOU

Hotel George Washington (HSMA)

305 W. Adams St. (Phone: 5-8811)
Manager: Lawrence J. Kerwin
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 15 suites available)
Convention Rates: Single: from $5.50; Double: from $11; Suites: from $23.50
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 9 (1,500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: From $10
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights and stage
Parking: $1.25 per night
Sports Facilities: Beach—18 miles from hotel, Tennis Courts 4 miles, Golf course nearby

Mayflower Hotel

Bay & Julia (Phone: 5-7621)
Manager: Arthur Klueppel, Jr.
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 5 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $10; Suites: $15 to $18
No. Mtg. Rms. & Capacity of Largest: 1 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: from $1; Lunch: $1.50; Dinner: $2.50 in coffee shop
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for convention
Net Exhibit Space: 3,700 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1 per day
Sports Facilities: Beach—18 miles

Roosevelt Hotel (HSMA)

33 W. Adams (Phone: 3-4892)
Manager: R. B. Neighbors
Sales Manager: Gloria M. Frary
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 35 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $14; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 45c; Lunch: from 85c; Dinner: from $1.35
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge if food served
Net Exhibit Space: 8,976 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours
Sport Facilities: 15 minutes to beach

Hotel Seminole

21 Hogan St. (Phone: 6-6592)
Manager: Jerome B. Temple
Sales Manager: William Nolting
Convention Season: All year
Largest Group Accommodated: 375 (175 rooms and 2 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 4,540 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 in nearby garage
Sports Facilities: 2 Municipal Golf courses

KEY WEST

Airlines: NAL, QA

The Casa Marina Hotel

(Phone: CYP 6-2451)
Manager: Emmett F. Conniff
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms and 10 suites available)
Convention Rates: Single: $15; Double: $26; Suites: $35. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Liquor: Served in hotel
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4
Air Conditioning: Some sleeping rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Shuffleboard, 2 Swimming Pools, Private Beach, Badminton

MIAMI

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, DAL, PAA, KLM, BOAC, AVIANCA, BNF

CONVENTION BUREAU

City of Miami Convention Bureau
320 N.E. 5th St. (32)
Desmond Kelly, Convention Manager

AUDITORIUMS

Municipal Auditorium

320 N. E. 5th St. (Phone 827411)
Manager: Miss Elizabeth Bush
Exhibit Areas: 20,000 sq. ft.
Rental Fees: Based on square foot used for exhibits, or minimum rental.
Floor Load: Unlimited. **Ventilation:** Air conditioned
Ceiling Height: 15 to 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 12 ft. wide, 14 ft. high; 12 ft. wide, 10 ft. high
Storage Areas: Limited
Meeting Rooms and Capacities: Depends upon amount of exhibit space used

You'll set new attendance records
... in Florida

There's nothing like the magic appeal of Florida to put zest and enthusiasm into your convention plans.

If people haven't been to Florida, they want to go—and if they've been, they're eager to go again! Either way, Florida as a site for your convention boosts attendance—makes membership 100% responsive.

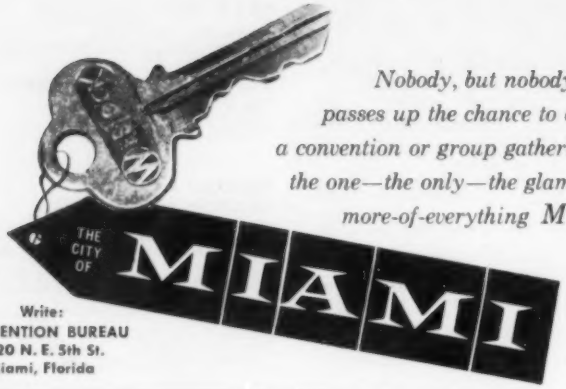
Because Florida is expert in the field of entertainment, in catering to people's likes, your convention planning is immeasurably facilitated. Many attractive Florida cities are specialists in arranging conventions, tending to minute details and otherwise being of service. You'll find them wonderful hosts anxious to lend valuable help to your convention promotion.

Color-Movie Aids Are Free

Several interesting and compelling color motion pictures of Florida are ready now to help you promote a Florida convention. We will send you these color movies free for showing to your group, also a list of suitable sites and other data to aid in planning a Florida convention. Simply write on your business or association letterhead to:

FLORIDA
... land of good living

State of Florida, Room 1632-B
Commission Building
Tallahassee, Florida



Nobody, but nobody, ever passes up the chance to attend a convention or group gathering in the one—the only—the glamorous more-of-everything Miami.

Write:
CONVENTION BUREAU
320 N. E. 5th St.
Miami, Florida

MIAMI to HAVANA via S/S FLORIDA

ROUND TRIP (Every Mon. Wed. Fri. 5 P.M.) $36 UP PLUS TAX

WEEKEND CRUISE (Every Friday) $51 UP PLUS TAX

INQUIRE ABOUT SPECIAL GROUP PLAN

Arrange for your members to come a few days early... or stay later for needed relaxation...by sailing overnight to gay, romantic Havana...with outside Stateroom accommodations...4 delicious Meals in Air-Conditioned comfort...Deck Chairs...Cocktail Lounge...Dancing... all included in the low-cost fare.

Write For Complete Information...But Do It Now!

P & O STEAMSHIP COMPANY • P. O. BOX 1349 • MIAMI 8, FLORIDA

FLORIDA
Miami continued

Facilities for Food Functions and Banquet Capacity: Complete kitchen; serves 2,200 for banquet.
Parking Facilities: 500 cars
Distance from Business District: Five blocks

Dinner Key Exposition Building

Dinner Key Drive (Phone: 83-4211)
Manager: Walter Clewis, Jr.
Exhibit Areas: 92,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Exhaust fans
Ceiling Height: 12 ft. to 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Street level, 50 ft. wide, 30 ft. high
Columns, Locations and Dimensions: One in center of building, 20 ft. by 20 ft.
Utilities: Electricity, water
Loading Facilities: Fork lift truck
Storage Areas: 34 ft. by 90 ft. by 15 ft. in rear of building
Meeting Rooms and Capacities: 3 rooms for 100, 200, and 1,200 persons
Capacities: Can handle banquet up to 4,000
Parking Facilities 2,000 cars
Distance from Business District: Four miles

Dade County Auditorium

2901 W. Flagler St. (Phone: Highland 8-5948)
Manager: Ralph Gilman
Exhibit Areas: None
Rental Fees: $150, afternoon; $200, evening
Ventilation: Centrifugal air conditioning
P. A. System: Available
Meeting Rooms and Capacities: Auditorium seats 2,500
Parking Facilities: 859 cars
Distance from Business District: Two miles

We've a NEW Face...

and you've a NEW PLACE for your MIAMI CONVENTION

Our Million-Dollar redecoration program has transformed Miami's largest into Miami's finest and fairest hotel...3 new banquet rooms—new lobby—new cocktail lounge—new guest rooms.

BEST CONVENTION FACILITIES

We've twice as many transient rooms, meeting rooms and banquet rooms as any Miami Hotel. Our Flagler Room seats 1,000 and there are dozens of smaller rooms and suites.

PERFECT LOCATION

In the hub of Miami's world-famous fabulous playground—sightseeing, race tracks, deep sea fishing, theatres, restaurants and all transportation.

Free TV in Every Room—100% Air Conditioned
For Full Details and Exciting Convention Ideas, Write:
C. De Witt Coffman, Gen. Mgr.

The McALLISTER
MIAMI • FLORIDA

Biscayne Terrace Hotel

See Advertisement, Page 15

340 Biscayne Blvd. (Phone: 9-3792)
General Manager: Warren Freeman
Convention Season: All year, except Feb.
Largest Group Accommodated: 250 (125 rooms including 30 suites available)
Convention Rates: Single: $8; Double: $10 to $16; Suites: $28 to $48
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 75c; Lunch: $1.15; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Other Equipment Available: PA system, stage
Parking: Free facilities

Columbus Hotel (HSMA)

312 N. E. First St. (Phone: 3-2671)

Manager: A. L. Feenan
Sales Manager: Robert H. Smith
Convention Season: Apr. 1 to Dec. 15
Largest Group Accommodated: 275 (150 rooms available)
Convention Rates: Single: $6 to $8; Double: $8 to $12; Suites: $26
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.50 to $2; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,820 sq. ft.
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 daily for in-and-out
Sports Facilities: Within short drive of all Miami facilities

Key Biscayne Hotel & Villas (HSMA)

See Advertisement, Page 51

Manager: Bob Neale
Sales Manager: Alan B. Bland
Convention Season: April 1st to Feb. 1st only
Largest Group Accommodated: 225 (108 rooms available)
Convention Rates: Seasonal
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Rates for Meals: Seasonal
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spot lights, stage (8' x 14')
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Shuffleboard

The McAllister Hotel (HSMA)

See Advertisement, Page 50

10 Biscayne Blvd. (Phone: 2-6151)
Gen. Manager: C. DeWitt Coffman
Convention Season: All year
Largest Group Accommodated: 700 (500 rooms and 25 suites available)
Convention Rates: Single: $6 to $10; Double: $10 to $14; Suites: $18 to $36
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (650)
Rates of Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for convention groups
Visual Aids Available: Easels, blackboards, projector, screens
Other Equipment Available: PA system, spotlights portable stage
Parking: Garage $1.50, lot 40c
Sports Facilities: Racetrack, Baseball, Football Stadiums—15 minutes

Looking for a location that's unique?

Here is a Magnificent Tropical Island Paradise

Just 18 minutes from the heart of Miami. Delightful seclusion without remoteness. Unexcelled Services . . . Cordial Hospitality. Air-conditioned. Diversified facilities. Picturesque, sporty 9-hole Pitch 'n Putt Golf Course overlooking the Atlantic Ocean . . . described by Golfdom Magazine as one of world's finest. Miles of secluded beautiful white sand Beach. 4 Championship Tennis Courts . . . Shuffleboard. 2 Fresh Water Swimming Pools.

Your Group is held together . . . work together . . . live together . . . play together on a delightful Resort-estate. Telephone or write for complete information
Alan Bland, Director of Sales
Bob Neale, Managing Director

• Complete with everything necessary for Successful..Happy..Group Functions

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300 OCEAN DRIVE • KEY BISCAYNE • MIAMI 49, FLORIDA
Telephone Miami 814-5431

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RADAR-SMOOTH FLIGHTS
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NO-CHANGE-OF-PLANE SERVICE BETWEEN FLORIDA and TEXAS & CALIFORNIA

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GREAT LAKES

In cooperation with Capital Airlines

For additional information: Write or call Convention Manager, National Airlines, Inc., 3240 N.W. 27th Avenue, Miami, Florida

Miami Beach

Conventionland U.S.A.

New air-conditioned Municipal Auditorium seats 4,500

- **Offers new approach to convention success**
- **Greatest concentration of new hotels in the world**
- **29,000 hotel rooms**
- **Fine restaurants**
- **Famous shopping centers**
- **Delightful weather year-'round**
- **Reduced rates for spring, summer and fall conventions**

For information, write: Tom F. Smith, Dir. Miami Beach Convention Bureau, Municipal Building, 1700 Washington Avenue, Miami Beach 39, Fla.

This Message is Prepared and Published by the City Government of Miami Beach

FLORIDA

continued

MIAMI BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, DAL, PAA (Miami Airport)

CONVENTION BUREAU

Miami Beach Convention Bureau
17000 Washington Ave. (39)
Thomas F. Smith, Director

AUDITORIUM

Miami Beach Auditorium
1700 Washington Ave. (Phone JE 1-0436)
Manager: Claude Ritter
Exhibit Areas: Arena, 13,000 sq. ft.; stage, 5,488 sq. ft.; lobby, 4,930 sq. ft.; promenades, 5,146 sq ft.
Rental Fees: $.05 per sq. ft. per day; minimum $450, plus 10% of admissions, if any
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 38.6 ft. **P. A. System:** Available
Columns: None in exhibit area
Utilities: AC any capacity; gas, water, drainage
Loading Facilities: Ample
Sizes of Storage Areas: 8,700 sq. ft.
Meeting Rooms and Capacities: Four rooms to seat 76, 80, 180, 75
Facilities for Food Functions: Caterer can serve banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In center city

Allison Hotel

See Advertisement, Page 52

6261 Collins Ave. (Phone: UNiversity 6-8881)
Manager: Arthur A. Adler
Sales Manager: M. W. Hooker
Convention Season: All year except Feb. 1 to April 1
Largest Group Accommodated: 200 (100 rooms available)
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,700 sq. ft. on one floor
Visual Aids Available: Projector
Other Equipment Available: PA system, spotlights, stage
Parking: 50c per day
Sports Facilities: Swimming, Shuffleboard, Ping Pong, Water Skiing, Golf, Tennis

Americana Hotel (HSMA)

See Advertisement, Page 52

9701 Collins Ave., Bal Harbour (Phone: UNion 5-7511)
Managing Director: Charles T. Craddock
Sales Manager: Joel E. Baugh
Convention Season: April 1 to January 15
Largest Group Accommodated: 870 (400 rooms and 40 suites available)
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,200)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 53,000 sq. ft. on two levels
Visual Aids Available: 16mm sound, 35mm and 8mm projector, telecasting facilities, Closed Circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: 75c per day, $1 overnight
Sports Facilities: Swimming, Shuffleboard, Golf, Fishing, Dog Racing, Horse Racing, Tennis

Bal Harbour Hotel

10101 Collins Ave. (Phone: UNion 5-2311)
Manager: Howard W. McConnell

Daring in concept, the ultimate in taste...

Capturing the spell of the tropics, the spirit of the past, present and future of all the Americas! The Magnificent new $17,000,000 AMERICANA offers 475 air-conditioned rooms—including 40 executive suites—an amazing flexibility in meeting rooms, a 385-booth exhibit hall, and 10 acres of diversions, gardens, and private beach . . . all within minutes of exciting Miami Beach! PLUS—3,000 deluxe rooms in 6 adjacent luxury hotels.

americana

THE HOTEL OF THE AMERICAS

GALA PREMIERE NOVEMBER 15, 1956

OCEANFRONT 96th to 98th STREET BAL HARBOUR MIAMI BEACH FLORIDA

HOW TO WIN FRIENDS—

and inspire sales meetings!

Have your next group at the Allison!

Attractive meeting rooms and suites can be arranged to custom-fit any requirements for the smaller convention —
What's more, you'll enjoy superb facilities, wonderful cuisine—and the distinctive personalized service for which the Allison is famous.

Just for pleasure:

Private beach, pool, cabana club
Buttery—Gold Coast Cocktail Lounge
Cosmopolitan Dining Room.

Write Arthur A. Adler for details—

The Allison HOTEL
Air Conditioned

DIRECTLY ON THE OCEAN AT 62nd ST. MIAMI BEACH

WHERE A CONVENTION BECOMES AN ADVENTURE...

Here in the comfortable seclusion of fashionable Bal Harbour, you'll find a rare combination of casual charm and luxury—the most pleasant atmosphere for meetings and conventions! And at the Balmoral, you'll enjoy matchless facilities, whether your meeting is intimate or a large group gathering...plus a full roster of gala after-business activities!

COMPLETELY AIR-CONDITIONED

BALMORAL

ON THE OCEAN AT 98th STREET, MIAMI BEACH, FLORIDA

262 luxurious rooms, most with private terraces • 11 meeting rooms, seating from 10 theatre-style to 650 banquet-style • 3 separate dining and cocktail areas—Garden banqueting in the "Glen" • Smart Balmoral Club, Embassy Supper Club • 2 full blocks of private ocean beach, Olympic pool and cabana area • Golf driving range on hotel grounds • Free parking on premises • Circulating ice water in every room.

A thoroughly experienced convention staff managed by Dick Elterman, will be on hand to offer you new and helpful convention ideas!

James J. Carroll
General Manager
N.Y. Office
PLaza 5-3344

FLY EASTERN to your convention or sales meeting in FLORIDA

- Eastern offers more flights than all other domestic airlines combined.
- Only Eastern flies the Golden Falcon DC-7B...newest, fastest, quietest, most luxurious airliner!
- Let Eastern help you plan a post-convention side trip to Nassau, Havana, Puerto Rico, Virgin Islands or Mexico. Leaders of groups of fifteen or more are our guests.

For full details, write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y., or your local Eastern Air Lines office.

FLY WITH CONFIDENCE

Fly EASTERN Air Lines

95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

FLORIDA
Miami Beach continued

Convention Season: All year
Largest Group Accommodated: 280 (135 rooms and 1 suite available)
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1 to $2; Lunch: $1 to $3; Dinner: $3 to $7
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming

Balmoral Hotel (HSMA)
See Advertisement, Page 53

9801 Collins Ave. (Phone: UNion 6-7792)
Manager: Stuart L. Moore
Sales Manager: Dick Elterman
Convention Season: All year, except Dec. 15 to Jan. 3 and Jan. 25 to Apr. 15
Largest Group Accommodated: 350 (175 rooms and 20 suites available)
Convention Rates: Single: $10 to $16; Double: $10 to $20; Suites: $26 to $36
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: Breakfast: $1.50; Lunch: from $2.50; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 9,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16 and 35 mm projectors, screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf Driving Range, Shuffleboard, Badminton, Ping Pong

DiLido Hotel (HSMA)
See Advertisement, Page 54

Lincoln Rd. and The Ocean (Phone: JE 8-0811)
Gen. Manager: James C. Parrish
Sales Manager: Frances P. Crane
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms and 15 suites available)
Convention Rates: Double: $10 to $14; Suites: $24 to $28. American Plan rates on request.
No. Mtg. Rms. & Capacity of Largest: 5 (1,200)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.25; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: $1 daily
Sports Facilities: Tennis, Golf, Fishing, 2 Swimming pools

Eden Roc (HSMA)
See Advertisement, Page 55

4525 Collins Ave. (Phone: JE 2-2561)
Manager: George E. Fox
Sales Manager: Robert Whalen
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 300 (225 rooms and 20 suites available)
Convention Rates: Double: $14, $16 and $18; Suites: $52 to $56
No. Mtg. Rms. & Capacity of Largest: 7 (1,600)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Rates for Meals: Breakfast: about $1.25; Lunch: about $2.75; Dinner: about $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: 75c, $1, $1.50
Sports Facilities: Golf, fishing, tennis

Empress Hotel (HSMA)
See Advertisement, Page 54

43rd to 44th St. on Ocean (Phone: 58-6892)
Manager: Jack Parker
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 500 (250 rooms, including suites, available)
Convention Rates: Double: $10; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $2; dinner $2.25 to $4.50.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: Easel, movie projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 daily
Sports Facilities: Swimming, Tennis, Fishing, Golf

Flamingo Hotel (HSMA)

1500 Bay Rd. (Phone: JE 1-0311)
Manager: O. C. Thompson
Convention Season: Dec., Jan., after Mar. 20, Apr.
Largest Group Accommodated: 375 (200 rooms and 28 suites available)
Convention Rates: Single: from $10; Double: from $14; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf, Tennis, Putting, Swimming, Shuffleboard, Boating, Fishing

People MAKE CONVENTIONS GREAT

The *right* people, produce meetings wherein ideas emerge to advance a business, industry or profession. Imaginative planning, adequate facilities and competent management create the atmosphere and provide the services and facilities every great convention needs.

and speaking of people . . . the Di Lido's Management-Sales team's years of experience and know-how makes conventions and meetings held here a credit to their sponsors.

FRAN CRANE
General Sales Manager . . . over 10 years with the City of Miami Beach Convention Bureau as Convention Representative. An expert at planning conventions.

JIM PARRISH
The Di Lido's manager worked his way up through sales. He knows how to create the atmosphere needed for a successful meeting.

AT THE THE HOTEL *di Lido*

YOU HAVE THE RIGHT COMBINATION AND FACILITIES FOR A GREAT CONVENTION

Located at the Convention Crossroads of the World, the Di Lido offers the finest facilities available anywhere:

• Completely Air Conditioned • 330 Rooms • 1000-seat Ballroom-Meeting-Banquet Room • five Meeting Rooms • 100-seat TV Theatre for small meetings • complete Recreational Facilities • two Pools • Beach • Cabana Colony • Supper Club • Coffee Shop • Dining Room • two Cocktail Lounges.

Wire, call or write for complete detailed information.

ON THE OCEAN AT LINCOLN ROAD • MIAMI BEACH

DESIGNED WITH MEETINGS IN MIND...

The **Empress**
Miami Beach's NEWEST Luxury Hotel

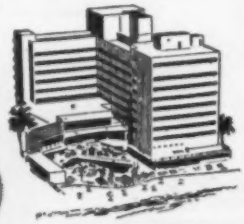
Featuring a Convention Ball Room with banquet facilities for over 800 persons...4 additional Meeting Rooms—Special Display Areas—Penthouses...

. . . for pleasure:

Huge salt-water swimming pool . . . private beach . . . night club . . . fully equipped Turkish Bath . . . complete entertainment program.

. . . and for convenience:

Ideal oceanfront location convenient to golf . . . racing . . . deep sea fishing . . . shopping . . . theatres and night clubs . . . Completely Air Conditioned with individual thermo control in every guest room.



Write for Color Folder and Convention Specification Sheet: Jack Parker, Managing Director

DIRECTLY ON THE OCEAN—43rd to 44th Streets—Miami Beach, Florida

A whole new world for your convention

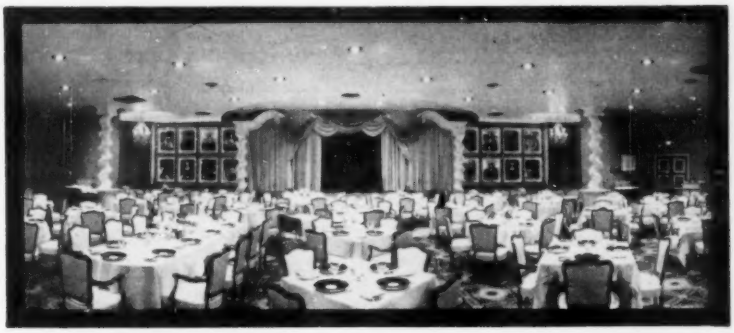
Eden Roc

hotel, cabana & yacht club

.CABANA AREA ideal for outdoor buffets, cocktail parties and water shows.

ALL THIS IS YOURS . . .
FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations . . . to seat any size meeting from 24 to 1600!
- Monitored air-conditioning
- Modern lighting and sound equipment
- Outstanding cuisine . . . served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage
- Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates



MONA LISA ROOM — this beautiful room comfortably accommodates banquets up to 500 people.

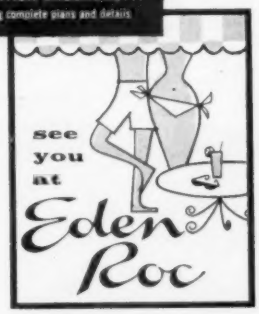
ALL THIS — PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar — Garden Café
- Fabulous entertainment nightly in the unparalleled Café Pompeii

POMPEIAN ROOM — Accommodating banquets of 1200 and business sessions of 1600 people. Four tiers assure all in attendance perfect view of the speaker's table.

ROBERT H. WHALEN, Director of Sales
GEORGE E. FOX, Managing Director

SEND NOW FOR COMPLETE CONVENTION BROCHURE . . .
blueprinting complete plans and details



30,000 square feet of DRIVE-IN EXHIBIT SPACE at reasonable rates. This area does not alter the availability of any of the 14 Major Meeting Rooms.

New York: Circle 7-6940 • Chicago: MOhawk 4-5100 • Cleveland: PRospect 1-7827 • Washington: DIstrict 7-7346

OCEANFRONT, 45th to 47th STREETS, MIAMI BEACH, FLORIDA

World's largest and finest convention-resort hotel...

INCOMPARABLE MEETING FACILITIES

for up to 5750 people! Private conference rooms for 10 to 50 — convention hall accommodating 3000 !

SUPERB BANQUET FACILITIES

for groups up to 2500! 6 private dining rooms, formal dining room, casual coffee shop for fine food at popular prices.

UNSURPASSED FACILITIES FOR FUN AND RELAXATION

14 acres of oceanfront luxury—1000 foot private beach and Olympic swimming pool — Cabana Club — 4 cocktail lounges — exclusive shops — La Ronde Supper Club — Yacht Basin — 565 luxurious rooms . . .

THE Fontainebleau

ON THE OCEAN AT 44th STREET, MIAMI BEACH, FLORIDA

For information write or wire
JACK M. SLONE
Director of Sales

BEN NOVACK
President

DUKE STEWART
Manager

FLORIDA

Miami Beach continued

Hotel Fontainebleau (HSMA)

See Advertisement, Page 56

44th to 48th & Oceanfront (Phone: JEfferson 8-8811)
Manager: Duke Stewart
Sales Manager: Jack M. Slone
Convention Season: All year except Dec. 20 to Jan. 2; Jan. 15 to Easter
Largest Group Accommodated: 900 (400 rooms and 40 suites available)
Convention Rates: Single: $12 to $30; Suites: $35 to $77
No. Mtg. Rms. & Capacity of Largest: 8 (3,100)
No. Banquet Rms. & Capacity of Largest: 8 (2,200)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $7.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 30,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Accommodate 500 cars. $1 per day
Sports Facilities: Swimming, tennis, pitch & putt golf; access to golf courses

Golden Gate Hotel-Motel (HSMA)

See Advertisement, Page 58

19400 Collins Ave. (Phone: North Dade 6-4411)
Gen. Manager: John M. Duff, Jr.
Sales Manager: Dick Frey
Conv. Sales Mgr., Martin G. Griffith
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 1000 (500 rooms and 150 suites available)
Convention Rates: Single: from $8; Double: from $8; Suites: from $16. Rates are seasonal.
No. Mtg. Rms. & Capacity of Largest: 20 (1600)
No. Banquet Rms. & Capacity of Largest: 4 (1200)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 15,000 sq. ft. on one floor
Visual Aids Available: 16mm moving picture projector, 32mm still picture projector
Other Equipment Available: PA system, spotlights 3 stages (largest 47' x 18')
Parking: Facilities for 800 cars.
Sports Facilities: Swimming pools, Tennis, Shuffleboard, Dancing, Tournaments, Putting, Movies, Bingo, Game Room

Monte Carlo Hotel (HSMA)

6552 Collins Ave. (Phone: UNion 6-8721)
Resident Manager: Mrs. H. R. Hatch
Convention Season: Jan. 2 to Feb.; Aug. to Dec. 20
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: $6 to $8; Double: $8 to $12; Suites: $16 to $24
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2; Dinner: $2.25 to $6
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 3,000 on one floor
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Golf, Tennis, Shuffleboard, Swimming, Ping Pong

Roney Plaza (HSMA)

See Advertisement, Page 57

2301 Collins Ave. (Phone: 5-6011)
Manager: Richard J. Dolan
Sales Manager: Harry N. Snow
Convention Season: Dec. 20 to Jan. 5, Jan. 20 to Apr. 20
Largest Group Accommodated: 400
Convention Rates: Single: $10 to $14; Double: $10 to $16; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 4 (550)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 16,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1—24 hours
Sports Facilities: Tennis, Golf, Fishing, Swimming (pool and beach) Shuffleboard

Saxony Hotel (HSMA)

See Advertisement, Page 59

3200 Collins Ave. (Phone: JEfferson 8-6811)
Manager: Charles Eck
Sales Manager: Danny Shaw
Convention Season: May 1 to Dec. 15, Jan. 2 to 20
Largest Group Accommodated: 300 (80 rooms and 10 suites available)
Convention Rates: Single: $10 to $16; Double: $10 to $16; Suites: $28 to $32
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: to $2; Lunch: $2 to $5; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights stage
Parking: $1 per day on private lot
Sports Facilities: Pool, Beach, Shuffleboard, Golf, Fishing

Hotel Seville (HSMA)

2901 Collins Ave. (Phone: JE 4-4721)
Managing Director: "Robbie" Robinson
Sales Manager: Ben Gould
Convention Season: All year except Dec. 15 to Jan. 3 and Jan. 15 to Apr. 15
Largest Group Accommodated: 300 (100 rooms and 35 suites available)
Convention Rates: Apr. to Dec. 15; Double: $8 to $16; Suites: from $8; Double: from $10; Suites: from $32

For your Convention...

a world apart — in the very heart of Miami Beach

Step into the magical Roney Gardens and you are whisked away from the hustle and bustle of a busy world into the serenity of a huge country estate. Here is a setting for your Convention that is unique . . . for the Roney Gardens are perfect for outdoor banquets and parties, handling as many as 2,000 people. No other hotel in Miami Beach provides such facilities.

And our expert Convention Staff is always on hand to assist you with your problem—just ask them!

RONEY PLAZA

For Business—at the Roney
Conference Rooms seating 80 to 550
- Surf Room—seating 550
- Imperial Room—seating 250
- Ocean Lounge—seating 250
- Card Room—seating 125
- Ivy TerraceWest—seating 80

For Pleasure—at the Roney
- 3 full blocks of beautiful private beach—no crowding here, either
- Olympic Swimming Pool
- Golf Facilities
- Championship Tennis Courts
- Car Rental Service—parking area for guests
- Home of world-famous Bamboo Room—rendezvous of celebrities

uncrowded... unhurried... unusual!

(7 Acres on the Ocean) Collins Ave. at 23rd Street • Miami Beach

The key

...to a perfect convention!

our new Convention Hall
is designed so that 9 meetings can be held simultaneously...each in complete privacy. Seating capacity 1600, banquet 1200—all under one roof and with perfect visibility and acoustics.

The Golden Gate emphasizes *personalized service*...providing its own executive convention staff and public relations experts—second to none in the country—together with a battery of conference secretaries and photographers—all ready to render 'round the clock service.

And, Oh that wonderful feeling—to find yourself in a vacationer's paradise...650 accommodations, (all Air Conditioned), hotel, motel, apartments, villas—featuring 3 swimming pools, private fishing docks, kiddie play area, shopping plaza, tennis courts, badminton, cocktail lounges, dancing and continuous entertainment—and we're not forgetting the fabulous culinary delights awaiting you in the Golden Gate Dining Room—or in the new Auditorium Coffee Shop.

The Bay Room

Meeting	*700*
Banquet	*500*

The Colony Room

Meeting	*450*
Banquet	*350*

Committee Rooms A through H will each handle groups up to 90 persons.

GOLDEN GATE

For Full Details and Color Convention Brochure, write Dick Frey, *General Sales Manager*

20 ACRES (OCEAN TO BAY) AT 194th STREET, MIAMI BEACH 41, FLORIDA

FLORIDA
Miami Beach continued

No. Mtg. Rms. & Capacity of Largest: 7 (1,750)
No. Banquet Rms. & Capacity of Largest: 7 (1,500)
Rates for Meals: Breakfast: $1.50 to $3; Lunch: $2.50 to $4.25; Dinner: $5 to $10
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for banquet, or if hotel is headquarters
Net Exhibit Space: 12,000 sq. ft. on one floor
Visual Aids Available: All kinds
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Swimming, fishing, golf, tennis, boating

Waldman's Crown Hotel

See Advertisement, Page 59

40441 Collins Ave. (Phone: JE 1-5771)
Manager: Sam Waldman
Sales Manager: Ted Landesman
Convention Season: All year
Largest Group Accommodated: 450 (240 rooms and 12 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1 daily
Sports Facilities: Swimming, Golf, Tennis

ORLANDO

Railroads: S.A.L.; A.C.L.
Airlines: EAL, NAL

CONVENTION BUREAU
Orlando Convention Bureau
Joel L. Moore, Executive Director

The Angebilt (HSMA)

37 N. Orange Ave. (Phone: 5-3511)
Manager: James N. Conley
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 3 suites available)
Convention Rates: Single: $5 to $8.50; Double: $8 to $12.50; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and sleeping rooms
Charges for Banquet & Mtg. Rms.: $10 up
Net Exhibit Space: 5,000 sq. ft.; 3,600 on one floor
Visual Aids Available: Movie camera & screen
Other Equipment Available: PA system, spotlights, stage (8' x 32)
Parking: $1.25 in garage
Sports Facilities: Golf, Tennis, Horseback Riding, Bowling, Boating

Orange Court Hotel

650 N. Orange Ave. (Phone: 2-5131)
Manager: Jas. M. Milligan
Convention Season: May to Dec.
Largest Group Accommodated: 400 (200 rooms and 18 suites available)
Convention Rates: Single: $5 to $6; Double: $8 to $12; Suites: $16 to $25
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350) Lighted lawn can accommodate 500
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.50 to $2.50; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50% of sleeping rooms
Charges for Banquet & Mtg. Rms.: Depends upon displays
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Pitch 'n putt course, Tennis, Boating, Horseback riding, Swimming pool, Shuffleboard

San Juan Hotel (HSMA)

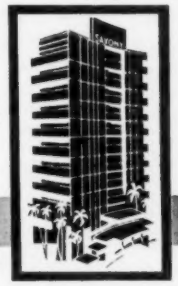
32 N. Orange Ave. (Phone: 4141)
Manager: John E. Weir
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 3 suites available)
Convention Rates: Single: $4.50 to $9; Double: $7.50 to $11; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rooms & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 122 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Blackboards, movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day

you'll P-U-R-R like a kitten!

The Saxony features

PURR-sonalized service

- Expert Convention Staff ON THE SPOT aiding you constantly.
- 100% air-conditioned — 214 beautifully appointed rooms, many with ocean terraces — air-conditioned public space for groups of 25 to 500.
- World-famous Saxony Services — planned activities of our Social Staff for duration of your stay.
- Finest Food in Miami Beach — created by Grand Prix award winner Chef Charles Rosa — dancing in the Pagoda Room and the late Tropical Room, distinguished dining in the Veranda Room, gayety of Ye Noshery.
- Everything you desire — all in one magnificent area of luxury and delight.

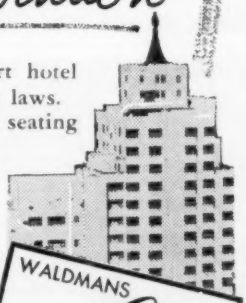


For details, rates and color brochures: write or call Sales Manager

ON THE OCEAN, 32nd TO 33rd STS.
MIAMI BEACH, FLORIDA

The crowning touch for your convention

the finest in a beautiful resort hotel —with observance of dietary laws. Magnificent oceanview dining seating 1,000—largest kosher dining room in the world—under one roof... spacious pool, beach, cabana club— and the famous Jolson Corner cocktail lounge night club.



WALDMANS Crown HOTEL

100% Air Conditioned and Heated
Modified American Plan
Also available on European and Full American Plans
A FULL OCEANFRONT BLOCK — 40th to 41st ST., MIAMI BEACH

Florida's Island Paradise

JUST 15 MINUTES FROM DOWNTOWN PENSACOLA

- Reduced rates from Labor Day to May 15th.
- Complete convention facilities for meetings, banquets.
- Closest Florida resort to center of U. S. population—can save you hundreds of miles, days of travel time.
- Good weather year 'round.
- Miles of white sand on beaches, Gulf of Mexico and placid Sound.
- Deep-sea, surf, and fresh water fishing.
- New, modern accommodations, just steps from meeting rooms.
- Smart shops, restaurant, lounge.
- Nearby scenic attractions, stores, amusement.

Write for Color Brochure to:
SANTA ROSA ISLAND AUTHORITY
P. O. Box 905
Pensacola, Florida

FLORIDA
continued

PALM BEACH

Railroads: Fla. East Coast
Airlines: EAL, NAL

Colonnades Hotel (HSMA)

Ocean Drive (Phone: Palm Beach Victor 4-5221)
Manager: Ledyard D. Gardner
Sales Manager: Robert W. Phillips
Convention Season: December to June
Largest Group Accommodated: 300
Convention Rates: Double: from $8
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1.75 to $3.50; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, most bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 1,976 sq. ft. on one floor
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 300 cars
Sports Facilities: Swimming, golf, 800 ft. private beach, fishing, shuffleboard

Palm Beach Biltmore Hotel (HSMA)

See Advertisement, Page 61

Bradley Place (Phone: TE 2-1781)
Manager: James J. Farrell
Sales Manager: L. E. Ames
Convention Season: Large groups, Nov., Dec., Jan., March 15, April, and May
Largest Group Accommodated: 1,000 (537 rooms and 55 suites available)
Convention Rates: Before Dec. 23: Single: $18; Double: $32; Jan. 1 to Jan. 27: Single: $22; Double: $36; March 5 thru May: Single: $22; Double: $36. Rates for American Plan. European Plan rates available
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 4 (1000)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free parking outside. Garage $1.50 per night
Sports Facilities: Swimming pool, Tennis, Putting green, Shuffleboard, Badminton, Fishing, Boating

Whitehall Hotel

(Phone: 6121)
Manager: Thomas V. Knox
Sales Manager: Harold LaFrenere
Convention Season: Mid-Dec. to mid-Apr., except between Dec. 20 and Jan. 2 or Feb.
Largest Group Accommodated: 500 (200 rooms and 23 suites available)
Convention Rates: Single: $18 to $20; Double: $32 to $36; Parlors: $10 or $12 additional. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $5 to $7
Liquor: Served in hotel
Charges for Banquet & Mtg. Rm.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming

PONTE VEDRA BEACH

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla.—all to Jacksonville
Airlines: EAL, NAL, DEL-C&S, SOU, CAP—all to Jacksonville

Ponte Vedra Club

(Phone: 6-2121)
Assistant Manager: Mayhugh Courson
Convention Season: All year, except Mar. and Apr. and from June 15th to Labor Day
Largest Group Accommodated: 120
Convention Rates: Single: $18 to $23; Double: $30 to $36. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (120)
No. Banquet Rms. & Capacity of Largest: 4 (120)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, stage
Parking: Facilities available
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Pitch and Putt

PUNTA GORDA

Railroads: A.C.L.

Charlotte Harbor Hotel

Marion Ave. (Phone: Neptune 2-1101)
Manager: G. Floyd Alford, Jr.
Convention Season: Dec., late Mar.
Largest Group Accommodated: 150 (130 rooms and 20 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $35. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $4.25
Liquor: Served in hotel
Visual Aid Equipment Available: Motion picture and slide projectors
Other Equipment Available: PA system, spotlights
Parking: Facilities available
Sports Facilities: Golf, Archery, Shuffleboard, Swimming, Tennis, Putting green

ST. AUGUSTINE

Railroads: F.E.C.

Monson Hotel and Motor Cottages (HSMA)

Bay St. (Phone: 1441)
Manager: W. W. Faw
Convention Season: All year
Largest Group Accommodated: 100 (90 rooms and 5 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Public rooms and cottages
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 200 cars
Sports Facilities: Golf, Swimming

Hotel Ponce de Leon

(Phone: Valley 9-5641)
Manager: Edward G. Flather, Jr.
Convention Season: Large groups Jan. & Apr.; small groups Dec. 22 to Apr. 20
Largest Group Accommodated: 360 (240 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $45. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None

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FLORIDA ROOM

Lobby level — 10,000 square feet of area — adjacent to Ball Room — ideal for social functions — meetings — exhibits — nightly entertainment — cocktails — dancing.

BALLROOM

Lobby level — completely modernized — new capacity 750 — air conditioned — acoustically perfect — stage lighting — installed meeting room equipment.

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PALM BEACH, FLORIDA

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Sales Managers Acclaim!

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Alsonett Resort Hotels
P. O. Box 3042 Phone 7-7801

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- Smartly furnished guest rooms
- Cocktail lounge
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Toffenetti HOTEL
FIRST AVE. AT SECOND ST. NORTH
ST. PETERSBURG, FLORIDA
The same hospitality as at our world-famous Toffenetti Restaurants in New York and Chicago

FLORIDA

St. Augustine continued

Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming pool, Tennis, Shuffleboard, Fishing

ST. PETERSBURG

Railroads: A.C.L.; S.A.L.
Airlines: NAL, TCA, EAL

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Al J. Morgan, Director

The Huntington (HSMA)

4th Ave. at 2nd St., N. (Phone: 7-7827)
Manager: Paul B. Barnes
Convention Season: Mar. 15 to Jan. 10
Largest Group Accommodated: 240 (140 rooms and 10 suites available)
Convention Rates: Single: $8 & $9; Double: $9 & $10
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: a la carte; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming, tennis, shuffleboard, fishing, boating, golf, baseball

Soreno Hotel (HSMA)

See Advertisement, Page 62

Beach Drive & 1st Ave. North (Phone: 7-7801)
Manager: Martin C. McNiel
Sales Manager: James R. Bearce
Convention Season: Oct. 28 to May 15, except Feb. 1 to March 25
Largest Group Accommodated: 550 (275 rooms and 15 suites available)
Convention Rates: Single: $16 to $22 AP, $8 to $14 EP; Double: $26 to $34 AP, $12 to $22 EP; Suites: $36 to $50 AP, $20 to $36 EP.
No. Mtg. Rms. & Capacity of Largest: 4 (550)
No. Banquet Rms. & Capacity of Largest: 3 (700)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner from $4
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room, ballroom
Charges for Banquet & Mtg. Rms.: None for large conventions
Net Exhibit Space: 26,633 sq. ft.
lights, stage, easels
Visual Aids Available: 16mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 over night in garage, free parking on street
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Horseback riding, Fishing, Sailing

Suwannee Hotel

1st Ave. & 5th St., North (Phone: 7-7871)
Managing director: Paul Brown
Convention Season: All year, except Dec. 7, Jan., Feb., Mar.
Largest Group Accommodated: 200 (150 rooms and 15 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights stage
Parking: $1 over night

Tides Hotel

Redington Beach
Manager: Phil Dross
Sales Manager: Jim Bearce
Convention Season: Jan. 1 to 20; April 20 to Dec. 15
Largest Group Accommodated: 400 (200 rooms and 30 suites available)
Convention Rates: Single: 8; Double: $14
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $2.50; Dinner: $2.50 to $7
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Water Skiing, Swimming, Fishing

Toffenetti Hotel

See Advertisement, Page 62

First Ave. & 2nd St. (Phone: 7-7717)
Manager: James E. McManemen
Convention Season: All year
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: $5.50; Double: $8.50
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (100)
Rates for Meals: Breakfast: 55c to $1; Lunch: $1.50; Dinner: $2.25 to $3.15
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Fishing, Golfing

The Vinoy Park (HSMA)

5th Ave. North & Beach Drive (Phone: 7-7891).
Manager: Sterling B. Bottome
Sales Manager: James Bearce
Convention Season: Prior to Feb. 1 and after Mar. 22
Largest Group Accommodated: 650 (300 rooms and 25 suites available)
Convention Rates: Single: $20; Double: $30; Suites: $15 daily for parlor in addition to bedroom charge. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: 2 meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,992 (booths only)
Visual Aids Available: 16mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night in garage. No charge for street parking
Sports Facilities: Swimming, Shuffleboard, Putting green, Golf, Sailing, Tennis, Horseback riding

SANFORD

Railroads: A.C.L.; Str.

The Mayfair Inn

1000 E. 1st St. (Phone: Sanford 1200)
Manager: Frank Mebane, Jr.
Convention Season: Dec., Jan., Mar., Apr.
Largest Group Accommodated: 275 (155 rooms available)
Convention Rates: Single: $12; Double: $10-$14; Suites: $24 to $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Included in convention rates
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: Projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard

SARASOTA

Railroads: A.C.L.; S.A.L.
Airlines: NAL

AUDITORIUM

Municipal Auditorium

Sarasota, Fla. (Phone: Ringling 4-6451)

Manager: Mason Baldwin
Exhibit Areas: Arena, 10,000 sq. ft.
Rental Fees and Services: $150 to $185 per day includes light, janitor, PA and air conditioning
Ventilation: Air conditioned
Ceiling Height: 15 ft. to 50 ft. (domed)
Dimensions, Opening to Exhibit Hall: 11 ft. wide, 7 ft. clearance
P. A. System. Available and permanently installed
Columns: None
Utilities: 110; and 220 on request.
Loading Facilities: Loading platform
Meeting Rooms: Adjoining annex may be available
Facilities for Food Functions and Banquet Capacity: Can seat banquet up to 900 — no kitchen facilities
Parking Facilities: Adequate
Distance from Business District: Three-fourths mile

Mira-Mar Hotel

Palm Ave. So. of Main (Phone: 2-5181)
Manager: Herbert W. Norton
Convention Season: Nov. 15 to June 1st, 1957
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: $4 to $6; Double. $6 to $9; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 65c to $2.50; Dinner: $2.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Some banquet halls and 1 meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 50c
Sports Facilities: Shuffleboard

TALLAHASSEE

Railroads: S.A.L.
Airlines: EAL, NAL

Floridan Hotel

Monroe & Call Sts. (Phone: 2-3850)

Manager: Carl L. Daniels
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 4 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: $1.25; Lunch: from $2; Dinners: $2.50
Liquor: Not served in hotel. Do have beer lounge and serve beer
Air Conditioning: Banquet and meeting rooms, and 60 bdrooms
Other Equipment Available: PA system
Parking: Free facilities

TAMPA

Railroads: A.C.L.; S.A.L.
Airlines: EAL, NAL, TCA

AUDITORIUM

Fort Homer Hesterly Armory

Tampa, Fla. (Phone: 8-3079)

Manager: E. V. Chassee
Exhibit Areas: 26,400 sq. ft.
Rental Fees and Services: Variable
Ventilation: Exhaust fans
Ceiling Height: 43 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck lift
Locations, Size or Storage Areas: 2 rooms, downstairs (30' x 70)—10' ceilings—garage doors
Meeting Rooms and Capacities: Two, 100 each
Facilities for Food Functions and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: Free parking for 1,000 cars
Distance from Business District: One mile

Floridan Hotel

905 Florida Ave. (Phone: 25511)

Manager: J. B. Pickard
Convention Season: All year
Largest Group Accommodated: 300 (100 to 150 rooms available, except during Jan., Feb., Mar. which is busy season)
Convention Rates: Single: from $5; Double: from $8; Suites: from $15—prices plus 3% tax
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $2.50—prices plus 3% tax
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $75 for entire assembly room; $50 for half of assembly
Other Equipment Available: PA system, spotlights, stage (6')
Parking: $1 to $1.50

Tampa Terrace

Lafayette & Florida Ave. (Phone: 25561)

Manager: Bartley Gay
Convention Season: All year, except Jan., Feb., Mar.
Largest Group Accommodated: 200 (100 rooms and 7 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.35; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,830 sq. ft. on one floor
Visual Aids Available: Aluminum easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25
Sports Facilities: Sun deck

WEST PALM BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, QA

Hotel George Washington (HSMA)

1st St. & Flagler Drive (Phone: 8191)

Manager: Hubert D. England
Convention Season: All year
Largest Group Accommodated: 400 (Jan. 15 to Mar. 15—can protect to 50 room occupancy and 4 suites.) Other time—to as many as 100 rooms and 8 suites)
Convention Rates: Single: from $5; Double: from $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 9 (1200)
No. Banquet Rms. & Capacity of Largest: 3 (1000)
Rates for Meals: Breakfast: From $1.25; Lunch: from $1.50; Dinner: from $2.50 plus 10% gratuity and 3% tax
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Can be available, charges to be paid by group
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Deep-sea fishing, Swimming, Cruise Inland Waters

Hotel Pennsylvania

(Phone: 7101)

Manager: H. E. Glass
Convention Season: Large groups; Mar. 1 to Jan 1.; small groups: to Feb. 1
Largest Group Accommodated: 500 (216 rooms and 10 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $8 to $14
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Popular prices
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,582 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Meters 5c per hour
Sports Facilities: Golf, Swimming, Tennis, Sailing, Deep-sea fishing

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GEORGIA

ALBANY

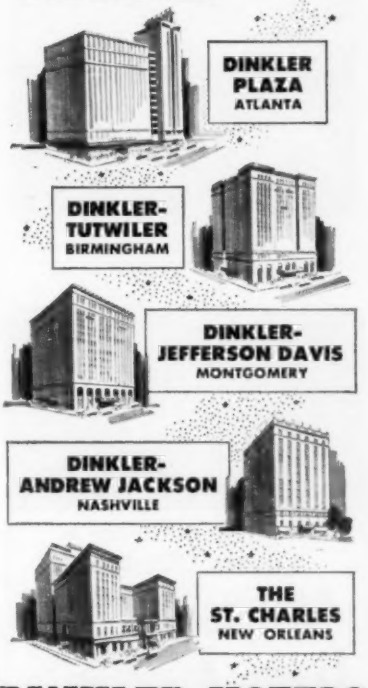
Railroads: A. & N., A.C.L., S.A.L.; C. of Ga., G.N.
Airlines: Eastern, Southern

New Albany Hotel

Pine & Jackson Sts (Phone: HEmlock 2-6231)
Manager: Sam Farkas

DINKLER IS CONVENTION-CONSCIOUS

More than two years of extensive work and the expenditure of over a million dollars have provided Dinkler Hotels with the most advanced, ultra modern convention facilities in the South. All technical equipment, the latest audio and visual devices, excellent lighting, giant ballrooms that sub-divide to allow for groups of various sizes, new restaurants, completely redecorated guest rooms, 100% air-conditioning and ample parking are among the many features that have placed Dinkler first for conventions in Dixie.



DINKLER HOTELS

Carling Dinkler, *President*
Carling Dinkler, Jr., *Vice Pres. & Gen. Mgr.*

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DINKLER HOTELS CORP.
THE DINKLER PLAZA
ATLANTA 1, GEORGIA

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Name_____
Organization_____
Title_____
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City_____ Zone____ State____

Air-Conditioned

★ Meeting Space for 2000
★ Or Banquet of 1800
★ Or Space for 100 Exhibits
★ Three Spaces for 500
★ Garden Dining for 1500
★ Twelve Rooms Ranging in Size to Accommodate 25 to 200
★ Free Parking in Hotel Grounds
★ Largest Hotel in Atlanta

Atlanta Biltmore
WHERE SOUTHERN HOSPITALITY FLOWERS

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"Golf Capital of the Nation"
The South's finest facilities for conventions

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- all restaurants, cocktail lounge, lobby, meeting rooms and most guest rooms.
- 400 rooms with bath
- Spectacular, outdoor swimming pool
- Golfing privileges (five minutes' walk from hotel)

For information write:
Ralph Breshears, *Managing Director*

GEORGIA

Albany continued

Convention Seasons: All year
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: $4.50 and $5; Double: $8 to $10
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Rates for Meals: Breakfast: 50c to $1; Lunch: 90c to $1.75; Dinner: $1.65 to $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: No charge for banquet room
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Radium Springs Hotel

Radium Springs Rd. (Phone: HEmlock 6-3345)
Manager: Carl Caldwell
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 4 suites available)
Convention Rates: Single: $5 to $8; Double: $7.50 to $13; Suites: $19 to $21.50
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1 to $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft. on two floors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Fishing, Golfing, Badminton, Shuffleboards

ATLANTA

Railroads: C. of Ga.; S.A.L.; L. & N.; Southern; A. & W. Pt.; Ga.; A.C.L.; N.C. & St. L.
Airlines: DAL, EAL, SOU

CONVENTION BUREAU

Atlanta Convention Bureau
912 Rhodes-Haverty Bldg. (3)
Walter E. Crawford, Executive Vice President

AUDITORIUM

Atlanta Municipal Auditorium

30 Courtland St., S.E. (WA 6371)

Manager: H. H. Niebruegge
Exhibit Areas: Arena, 10,290 sq. ft.; Taft Hall, 4,000 sq. ft.; Ex. Hall #1, 5,500; Ex. Hall #2, 4,400 sq. ft.; Ex. Hall #3, 7,000 sq. ft.; Com. Room #1, 1,316 sq. ft.; Com. Room #2 2,386 sq. ft. Sky Room, 7,500 sq. ft.
Rental Fees and Services: Arena $300 per day; Taft Hall, $100; Ex. Hall #1, $100; Ex. Hall #2, $75; Ex. Hall #3, $125; Com. Room #1, $25; Com. Room #2, $40; Sky Room, $100. Includes heat, light, water, janitor service, 2 forklift trucks and operators, and labor that can be spared.
Floor Load: Unlimited .**Ventilation:** Fully air conditioned
Ceiling Height: Sky Room 10½ ft.; balance of building, 18 to 52 ft.
P. A. System: $30 per performance if used in arena shows
Dimensions, Opening to Exhibit Hall: Truck door 11 ft. high
Columns: None to Main Arena; Ex. Halls #2 and #3, 18 in. on 20 ft. centers
Utilities: 208 volt current, gas, hot water
Loading Facilities: Two forklift trucks and operators
Storage Areas: Basement, sufficient for all shows
Meeting Rooms and Capacities: Committee Rooms #1 and #2, 125 and 250
Facilities for Food Functions: Outside caterers can serve banquets up to 1,200
Parking Facilities: Limited; commercial lots adjacent have space for 600 cars
Distance from Business District: Five blocks

Atlanta Biltmore Hotel (HSMA)

See Advertisement, Page 64

W. Peachtree, 5th, 6th & Cypress Sts. (Phone: Emerson 3461)

Manager: D. O. Beusse
Sales Manager: Charlie L. Bird
Convention Season: All year
Largest Group Accommodated: 625 (325 rooms and 20 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $14; Suites: $15 to $50
No. Mtg. Rms. & Capacity of Largest: 18 (2,000)
No. Banquet Rms. & Capacity of Largest: 17 (1,888)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Public space, 50% of bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 23,098 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight
Sports Facilities: Golf, Swimming, Tennis nearby

Dinkler Plaza Hotel (HSMA)

See Advertisement, Page 63

98 Forsyth St., N.W. (Phone: Jackson 4-2461)

Manager: George Fowler

Sales Manager: Jon Barnes

Convention Season: All year
Largest Group Accommodated: 750 (250 rooms and 15 suites available)
Convention Rates: Single: $6 to $8.50; Double: $7 to $11; Twins: $12 to $15; Suites: $12 to $30
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 13 (1,500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None; Exhibit rooms: $25 to $450
Net Exhibit Space: 10,634 sq. ft.
Visual Aids Available: All; including cable for live TV
Other Equipment Available: PA system,
Parking: $1.25 to $1.50

Georgia Hotel

Luckie and Cone Sts. (Phone: JA 4-3261)
Manager: J. Wade Linder
Ass't. Manager: Gray L. Elliott
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 6 suites available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.50
Liquor: Bottles only
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: Stage (6' x 10')
Parking: $1.50 for 24 hours

Henry Grady Hotel (HSMA)

210 Peachtree St. (Phone: Lamar 3211)
Manager: L. O. Moseley
Sales Manager: J. P. (Jim) Hovis

Convention Season: All year
Largest Group Accommodated: 750 (550 rooms and 17 suites available)
Convention Rates: Single from $6; Double: from $9.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (350)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $15 to $300
Net Exhibit Space: 7,800 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

AUGUSTA

Railroads: A.C.L.; A. & S.; C. of Ga.; Ga.; C. & W.C.; G. & F.; Southern
Airlines: EAL, DAL, CAP, SOU

AUDITORIUM

Bell Auditorium

712 Telfair St. (Phone: 2-7070)

Manager: J. F. Bedingfield

Exhibit Areas: 10,800 sq. ft.
Rental Fees: On application
Floor Load: 1,000 lbs. per sq. ft.
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft.
Columns: None
Utilities: 600 Amp. current

Loading Facilities: Fair
Meeting Rooms: Four
Facilities to Handle Food Functions and Banquet Capacities: Limited, 1,000
Parking Facilities: Fair
Distance from Business District: Three blocks

Bon Air Hotel (HSMA)

See Advertisement, Page 64

Walton Way & Hickman Rd. (Phone: 3-3661)
Manager: Ralph Breshears
Sales Manager: M. M. Witherspoon
Convention Season: All year, except during Masters Tournament
Largest Group Accommodated: 750 (350 rooms and 20 suites available)
Convention Rates: Single: $5 to $8; Double: $8 to $12; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (1300)
No. Banquet Rms. & Capacity of Largest: 8 (1000)
Rates for Meals: Breakfast: from $1.25; Lunch and Dinner: $2.50 to $5.50. Plus tip and tax.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 200 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: Complete
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities
Sports Facilities: Swimming, Volleyball, Badminton, Shuffleboard, Riding, Tennis, Golf, Fishing, Polo

Richmond Hotel

744 Broad St. (Phone: 2-5541)
Manager: Ray Campbell
Sales Manager: Mrs. Anne F. Robertson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 7 suites available)
Convention Rates: Single: $5 to $7.25; Double: $7 to $11; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 7 (275)
No. Banquet Rms. & Capacity of Largest: 7 (275)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 55c to $1.40; Dinner: $1.50 to $4.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge if meal is served
Net Exhibit Space: 4,500 sq. ft. on two floors
Visual Aids Available: Podium, blackboard
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: 3 Golf courses

COLUMBUS

Railroads: C. of Ga.; S.A.L.; So. Ry.
Airlines: DAL, EAL, SOU

Ralston Hotel

12th St. & 2nd Ave. (Phone: 2-7331)

Manager: O. L. Betts, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (175 rooms and a limited number of suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $9.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 2,500 sq. ft.
Visual Aids Available: Movie screens
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage (9' x 16')
Parking: Facilities available
Sports Facilities: Golf, Swimming, Tennis, Boating, Fishing

MACON

Railroads: C. of Ga.; M.D. & Sav.; Ga. So. & F.; Southern
Airlines: EAL, DAL, SOU

Hotel Dempsey

Cherry at Third (Phone: 2-2511)
Manager: W. P. Jackson
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 3 suites available)
Convention Rates: Single: $4 to $11; Double: $7 to $13; Suites: $20 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $1.25; Lunch: from $1.50; Dinner: $2.50 (served in private room)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None with meal, Without meals—from $15
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night or day

ST. SIMONS ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: EAL

King and Prince Hotel

(Phone: 3411)
Manager: Gadi Timbes
Convention Season: All year, except Mar. and Apr.
Largest Group Accommodated: 150 (75 rooms and 4 suites available)
Convention Rates: Single: $14.50 to $18.50 AP, $8 to $16 EP; Double: $22.50 to $28.50 AP, $10 to $18 EP; Suites: $34 to $46 AP, $20 to $32 EP
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: 1.25 to $2.50; Lunch: $2.50 to $3.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aid: Available: Blackboard, screens lights, stage
Other Equipment Available: PA system, spot-
Parking: Free facilities
Sports Facilities: Shuffleboard, Table tennis, Cycling, Horseback riding, Golf, Tennis, Fishing, Private Beach and Pool

SAVANNAH

Railroads: A.C.L.; C. of Ga.; S.A.L.; Southern; Sav. & A.
Airlines: EAL, NAL, DAL

De Soto Hotel

(Phone: Adams 20171)
Resident Manager: Allen J. Browne
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Rates for Meals: Breakfast: from 90c; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Roms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50
Sports Facilities: Swimming pool, Dancing

General Oglethorpe Hotel

See Advertisement, Page 65

Wilmington Island (Phone: 3-7771)
Manager: Loyd Bumpas
Sales Manager: Louise K. Corbell
Convention Season: All year
Largest Group Accommodated: 400 (186 rooms and 14 suites available)
Convention Rates: Single: $13 to $16 AP, $6 to $9 EP; Double: $24 to $28 AP, $10 to $14 EP; Parlors—add $11 to $15 on either rate. Rates vary with season.
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: $1.35; Lunch: $2.15; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms 125 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Projector and screen
Other Equipment Available: PA system, spot lights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis

Manger Hotel

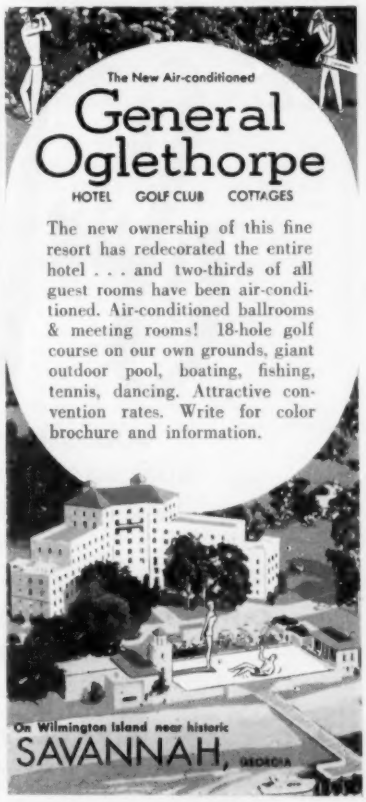
Bull & Congress Sts. (Phone: 2-6121)
Manager: J. G. Hursey
Sales Manager: Bernard Gleason
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 8 suites)
Convention Rates: Single: $6.50; Double: $8.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $50
Net Exhibit Space: 6,700 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day

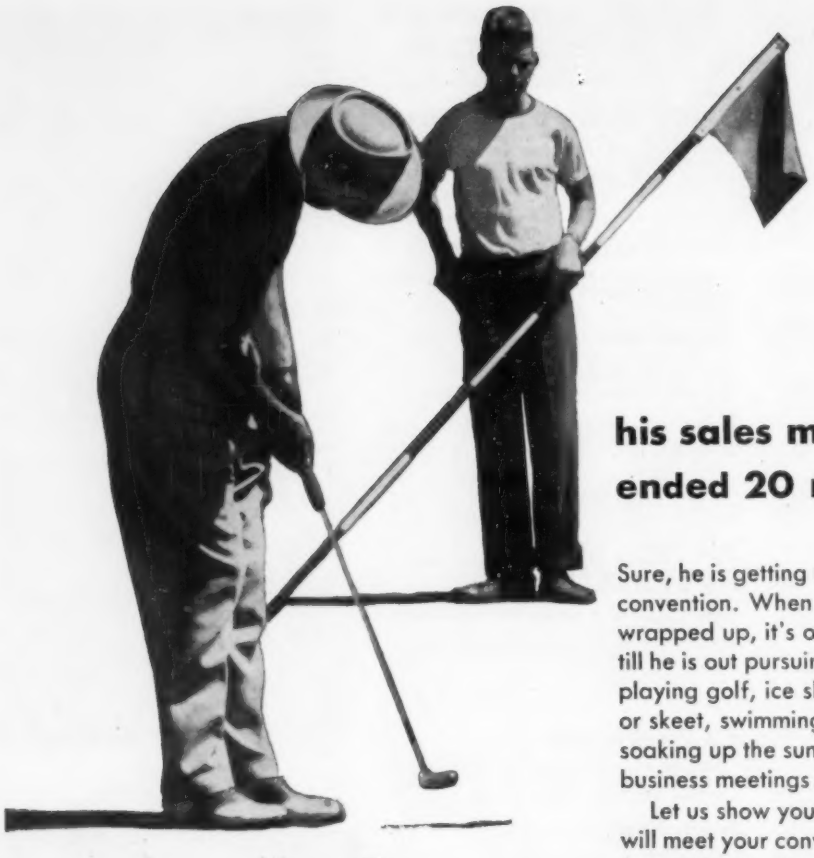
SEA ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: EAL

The Cloister

(Phone: 3611)
Manager: I. A. Harned
Convention Season: All year except Feb. 15 to May 15
Largest Group Accommodated: Prefer about 50
Convention Rates: Single: $17 to $26; Double: $24 to $45; Suite: for 2 persons—total of one person rates of rooms occupied, Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Tennis, Golf, Cycling, Fishing, Putting course, Croquet, Shuffleboard, Lawn bowling, Horseback riding, Skeet shooting, Pool and Ocean swimming





his sales meeting ended 20 minutes ago

Sure, he is getting more good out of *this* convention. When the day's business is wrapped up, it's only a matter of minutes till he is out pursuing his favorite pastime—playing golf, ice skating, shooting trap or skeet, swimming or just sitting and soaking up the sun. Fact is, even the business meetings seem more fun.

Let us show you how nicely our facilities will meet your convention requirements. Just write Mr. Winston McCrea, Manager, Sun Valley, Idaho.

Sun Valley
IDAHO

GOLF • TENNIS • SWIMMING
HORSEBACK RIDING • FISHING
SKEET AND TRAP SHOOTING
MOVIES • BOWLING
DRIVE YOURSELF SERVICE
OUTDOOR ICE SKATING • DANCING
AND EVENING ENTERTAINMENT

Owned and operated by Union Pacific Railroad

MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

Liquor by the drink available per state laws except Sunday and designated holidays.

RATES

AMERICAN PLAN	EUROPEAN PLAN
$15 per person, two in a room	RATES ON REQUEST
$18 per person, single room	

CAPACITY

Sleeping accommodations for 500 persons

UNION PACIFIC RAILROAD

IDAHO

BOISE

Railroads: U.P. Sys.
Airlines: UAL, WCA, EML

Hotel Boise

See Advertisement, Page 37

8th & Bannock (Phone: 2-5511)
Manager: George Horning
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: $5.25 to $5.50; Double: $7.25 to $14; Suites: $16.50 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $7.50 to $60
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Blackboards, movie screen
Other Equipment Available: PA system, spotlights, stages
Parking: Free
Sports Facilities: Golf, Skiing, Swimming, Fishing

Hotel Owyhee

11th & Main (Phone: 3-4611)
Manager: Harry B. Steel
Sales Manager: C. W. Crittenden
Convention Season: All year
Largest Group Accommodated: 150 (80 rooms and 6 suites available)
Convention Rates: Single: $5 to $6.50; Double: $7 to $8.50; Suites: $12.50 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: from $1.35; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 4,000 sq. ft. on on floor
Visual Aids Available: Blackboards, easel, screens
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Skiing, Fishing, Hunting, Golf, Trap shooting

POCATELLO

Railroads: U.P. Sys.
Airlines: WAL, WCA

Bannock Hotel

105 S. Arthur (Phone: 1700)
Manager: Walter S. Wright
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $7; Double: 5.50 to $8; Suites: from $10
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (375)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: 2 movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf

SUN VALLEY

Railroads: U.P. Sys.
Airlines: UAL, WCA

Sun Valley Lodge & The Challenger Inn

See Advertisement, Page 66

(Phone: 3311)
Manager: Winston McCree
Conv. Manager: Adolph Roubicek
Convention Season: Apr. 15 to June 30, after Labor Day to Oct. 15
Largest Group Accommodated: 500 (292 rooms and 4 suites available)
Convention Rates: Single: $18; Double: Lodge: $30; Inn: $28. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 8 (479)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Comes with American Plan rate
Net Exhibit Space: 1,700 sq. ft.
Visual Aids Available: 16mm, 35mm and 3¼ x 4 projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—free; garage—$1 per night
Sports Facilities: Golf, Ice skating, Horseback riding, Bowling, Tennis, Trap and skeet shooting

ILLINOIS

AURORA

Railroads: C.B. & Q.; C. & N.W.; Elgin, Jol. & E.; C.A. & E.; C.M. St. P. & P.

Hotel Leland

1 S. Island (Phone: 4641)
Manager: W. W. Gosselin
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 6 suites available)
Convention Rates: Single: from $4.50; Double: from $7.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from 45c; Lunch: from 75c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: from 50c

CHICAGO

Railroads: G.M. & O.; Santa Fe; Balt. & Ohio; Burl.; Chi. & E. Ill.; C. & N.W.; Chi. & W. Ind.; Chi. Gt. W.; Chi., Ind. & Louisv.; C.M. St. P. & P.; Erie; Grand Tk.; Ill. Cent.; Mich. Cent.; N.Y. Chi. & St. L.; Penna.; Wab.; C. & I.W.; B. of C.; C. & O.; C.A. & El.; C.J.; Ch. S. Sh. & So. B.; C.N.S. & M.; C.R. & I.; I.N.; M. Jn.; B. & O. C. T.; C.C.C. & St. L.; N.Y.C.; C.R.I. & P.; Ind Harbor Belt· Soo Line
Airlines: AAL, EAL, TWA, UAL, DAL, BNF, NWA, CAP, TCA

CONVENTION BUREAU

Chicago Convention Bureau
134 N. LaSalle St. (2)
Chester A. Wilkins, Executive Director

AUDITORIUMS

International Amphitheatre

See Advertisement, Page 67

41st and S. Halsted Sts. (YArds 7-5590)
Manager: Merton E. Thayer
Exhibit Areas: 585,000 sq. ft. on and after Jan. 1, 1957
Rental Fees and Services: On application
Floor Load: First floor, unlimited; second, 180 lbs. per sq. ft.
Ventilation: Natural and forced air; Arena, air conditioned
Ceiling Height: 14 ft., 23 ft., 87 ft., 20 ft., 27 ft.
P. A. System: In main Arena and adjoining six halls
Dimensions, Opening to Exhibit Hall: 14 ft. high by 16 ft. wide
Elevators and Capacities: Two, 8,000 lbs.
Columns: 2 ft. diameter; 25.5 ft. by 26 ft. and 26 ft. by 52 ft., 40 ft. by 60 ft.
Utilities: Gas, water, drainage, steam, AC—any capacity
Loading Facilities: Railroad siding in building, ample truck doors
Meeting Rooms and Capacities: Ten 15 to 500; Arena, 12,000
Banquet Capacity: 8,000
Parking Facilities: 4,000 cars
Distance from Business District: Three and a half miles

Navy Pier

Lake Front and Grand Ave. (RAndolph 6-8000, Ext. 2275)
Manager: John J. Manley, Port Manager
Exhibit Areas: 350,000 sq. ft.

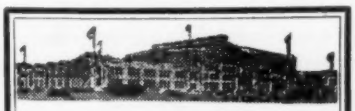
Meeting in CHICAGO?

Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.



International Amphitheatre

Home of the Chicago National Automobile Show—Chicago National Boat Show — Chicago International Sports and Outdoor Exposition — International Live Stock Exposition—International Kennel Club Dog Show —International Dairy Show and Rodeo—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition, Democratic National Convention, National Packaging Exposition, Materials Handling Exposition, National Machine Tool Builders' Show, Road Builders Show and other leading Expositions.

530,000 Sq. Ft. Exhibit Space after Jan. 1, 1957
Individual Halls
4,000 to 180,000 Sq. Ft.

ARENA SEATS 12,000
Air Conditioned
Many Smaller Meeting Rooms
New Public Address System

Parking for 4,000 Cars
15 Minutes from Loop Hotels

International Amphitheatre
42nd & Halsted Chicago 9, Ill.

HOTEL CORPORATION OF AMERICA

Hotel Corporation of America

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A select group of the nation's finest hotels

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Superbly equipped and staffed to provide the most complete Convention Service to be found in America.

NEW YORK
Hotel Roosevelt

WASHINGTON
The Mayflower

CLEVELAND
Hotel Cleveland

CHICAGO
Edgewater Beach Hotel

BOSTON
Somerset Hotel

•

Write Harold J. LaFrenere for complete information, Edgewater Beach Hotel, Chicago

ILLINOIS

Chicago continued

Rental Fees and Services: On application
Floor Load: 100 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 24 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14.5 ft. by 19 ft
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: 16 loading doors
Storage Areas: 100,000 sq. ft.
Meeting Rooms and Capacities: 300 to 2,500
Parking Facilities: Several thousand cars
Distance from Business District: 1.5 miles

Chicago Coliseum

1513 S. Wabash Ave. (WAbash 2-5862)
Manager: Kenneth Watson, Gen. Mgr.
Exhibit Areas: 92,000 sq. ft., main floor; 21,700 sq. ft., balcony
Rental Fees and Services: On application
Floor Load: 150 lbs. to unlimited
Ventilation: Natural and artificial
Ceiling Height: 16 ft. to 90 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.; 16 ft. by 18 ft.
Elevators and Capacities: One, 10,000 lbs.
Utilities: AC current, any capacity; gas; water; drainage
Loading Facilities: Direct
Storage Areas: Ample
Meeting Rooms and Capacities: Coliseum, 9,000; North Hall, 4,000; Ballroom, 1,000
Facilities for Food Functions and Banquet Capacity:
Parking Facilities: Good
Distance from Business District: One mile

8th Street Theatre

741 S. Wabash Ave. (Phone: WEbster 9-3434)
Manager: Louis Liss
Exhibit Areas: 1,380 sq. ft. in foyer
Rental Fees: By negotiation
Floor Load: 140 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
Utilities: Unlimited AC and DC, water, steam, drainage. **PA System:** Yes
Loading Facilities: Receiving door on stage
Storage Areas: Limited
Seating Capacity: 1300
Parking Facilities: Available
Distance from Business District: Three blocks

Ambassador Hotels (HSMA)

No. State & Goethe Sts. (Phone: Superior 7-7200)
Manager: Elliott Mizelle
Sales Manager: Phyllis Royce
Convention Season: All year
Largest Group Accommodated: 150 (350 including suites)
Convention Rates: Single: from $15.75; Double: from $19.75; Suites: from $35
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: from $2.50; Lunch: from $2.50; Dinner: from $6.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None when food and liquor are served
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Stable, Sun Deck, Swimming at Lake Michigan 2 blocks

Congress Hotel (HSMA)

520 S. Michigan Ave. (Phone: HArrison 7-3800)
Manager: William J. Burns
Sales Manager: Ray Watson
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms and 50 suites available)
Convention Rates: Single: $6 to $12.50; Double: $10.50 to $16.50; Suites: $17.50 to $49.50
No. Mtg. Rms. & Capacity of Largest: 19 (900)
No. Banquet Rms. & Capacity of Largest: 19 (650)
Rates for Meals: Breakfast: from $2.25; Lunch: from $2.75; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75

The Conrad Hilton Hotel (HSMA)

Balbo & Michigan Ave. (Phone: Wabash 2-4400)
Manager: Robert F. Quain
Sales Manager: MacLellan E. King
Convention Season: All year
Largest Group Accommodated: 3,000 (1,800 rooms and 125 suites available)
Convention Rates: Single: from $7; Double: from $12.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 27 (3,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,606)
Rates for Meals: Breakfast: $2.50; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and exhibit hall
Charges for Banquet & Mtg. Rms.: $10 to $1,000
Net Exhibit Space: 42,000 sq. ft. on one floor
Visual Equipment Available: All, including closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

The Del Prado

Hyde Park Blvd. & E. 53rd St. (Phone: HY 3-9600)
Manager: Robert E. Langford
Sales Manager: Peter H. Dahmlow
Convention Season: All year
Largest Group Accommodated: 510 (250 rooms and 20 suites available)
Convention Rates: Single: $7 to $11; Double: $10 to $14; Suites: $18 to $24
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: $2 to $3.50; Lunch: $2.50 to $5.50; Dinner: $3.50 to $7.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: $20 to $200 if no food served
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, rostrums
Other Equipment Available: PA system, spotlights, stage
Parking: Garage one-half block from hotel—$1.50 per day
Sports Facilities: Boating, Fishing, Swimming, Tennis, Golf, Horseback riding

The Drake Hotel (HSMA)

See Advertisement, Page 69

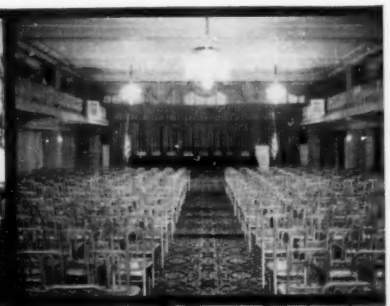
140 E. Walton Place (Phone: Superior 7-2200)
Manager: L. E. Schoenbrunn
Vice-President Sales: G. E. R. Flynn
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms and 50 suites available)
Convention Rates: Single: $7.50; Double: $13; Suites: $24 to $48
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 11 (750)
Rates for Meals: Breakfast: $2.25; Lunch: $3.25; Dinner: $5.50. Prices plus tax and 13% fee
Liquor: Served in hotel. Also have retail liquor store.
Air Conditioning: Banquet and meeting rooms and 350 bedrooms
Charges for Banquet & Mtg. Rms.: Depend on overall arrangements
Net Exhibit Space: 5,650 sq. ft. on one floor. Traffic can be directed through exhibit area to general sessions
Visual Aids Available: Projection screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and outside parking at $1.50 for 24 hours
Sport Facilities: Swimming at Public Beach

Edgewater Beach Hotel (HSMA)

See Advertisement, Page 68

5349 Sheridan Rd. (Phone: LOngbeach 1-6000)
Manager: Neal Lang
Sales Manager: Louis Rogers
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 95 suites available)
Convention Rates: Single: from $5.50; Double: from $10.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 29 (1000)
No. Banquet Rms. & Capacity of Largest: 29 (1,250)
Rates for Meals: Breakfast: 60c to $2.25; Lunch: $1.50 to $3.50; Dinner: $2.50 to $8
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 32,000 sq. ft. on one floor
Visual Aids Available: All types
Other Equipment Available: PA system, spotlights, stage
Parking: $1 day, $2 for 24 hours
Sports Facilities: Tennis, Swimming, Shuffleboard, Pool, Golf course nearby

The Drake, Chicago's Distinguished Hotel, enjoys one of the most envied locations of any hotel, anywhere. At its doorstep, the shores of Lake Michigan. In its background, Chicago's lofty skyscrapers and the very heart of Chicago's major business and shopping centers.



700 quiet, air-conditioned rooms (with television, if you wish) are luxuriously appointed, beautifully maintained. Yet The Drake costs no more.

Conventions go like clockwork! Here are four large air-conditioned meeting and banquet rooms with facilities for 750. Plus 16 air-conditioned committee rooms, accommodating from 25 to 300 persons.

Fine Food is synonymous with The Drake. The beautiful Camellia House offers dining and dancing every evening. Sea food connoisseurs from every corner of the globe praise the food in the charming Cape Cod Room. The Oak Room, overlooking the lake, features breakfast, luncheon and dinner at moderate prices. And for cocktails, you'll find The Garden Bar and The Coq d'Or delightful.

The Drake

AT THE LAKE

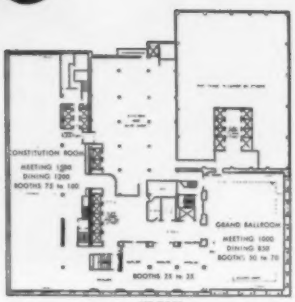
L. E. Schoenbrunn, General Manager
Dick Flynn, Vice-President in charge of Sales
TELEPHONE: SUperior 7-2200 Teletype No. CG1586

A city within a city! In addition to its many services and staff of trained personnel, The Drake combines convenience to the downtown district with the added advantage of being well removed from the stress and noise of the Loop.

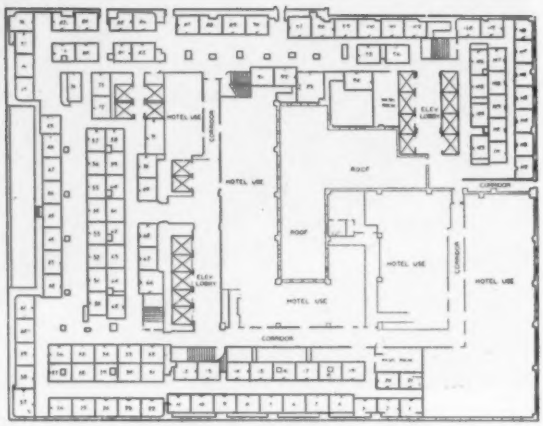
opening up a new standard in convention facilities

334,000 Square Feet of Exhibit Space

Anyway You Look At It the MORRISON has the finest facilities for any show or convention *regardless of size!*



1ST FLOOR



3rd FLOOR—BOOTH LAYOUT

FACILITIES

MEETING ROOMS	MEETING CAPACITY	DINING CAPACITY
LOWER LOBBY		
Terrace Casino	2000	1500
MEZZANINE		
Cotillion Room	400	260
Embassy Room	200	180
Burgundy Room	50	40
Hollywood Room	150	110
FIRST FLOOR		
Constitution Room	1500	1200
Ballroom & Balcony	1000	850
Parlor A8	50	25
Parlor B	100	70
Parlor C	100	70
Parlor D	100	70
Ballrooms & Parlors Converted to 1 unit	1350	1085

FACILITIES

MEETING ROOMS	MEETING CAPACITY	DINING CAPACITY
SECOND FLOOR		
Parlor E	25	20
Parlor F	100	70
Parlor G	100	70
Walnut Room	100	70
Venetian Room	300	225
THIRD FLOOR		
Madison Room	350	250
Exhibition Hall	21,000 sq. ft.	
427-29-32-34	50 each	35 each
440	100	90
528-30-32-34-36	40 each	30 each
605	50	35
Penthouse (42nd floor)	45	45

...THE WORLD'S TALLEST HOTEL

46 floors

Business meeting, big show, convention of any size—the Morrison offers facilities that are second to none in all Chicagoland! The *Function Room Floor* accommodates parties of 50 to 2500. 900 *Exhibit Rooms* and the *Exhibit Halls* offer space for 1250 individual exhibitors. And all exhibition hall space is air conditioned for your comfort. 1867 guest rooms, most of which are air conditioned; superb banquet facilities; and the convenient location in the heart of shopping, business and entertainment centers make the Morrison a standard to aim for during your next show or convention—regardless of size.

You'll get more done when you get together under one roof . . . the Morrison's!

Wm. HENNING RUBIN, *Pres.*, JOHN B. GRANDE, *Gen. Mgr.*, W. F. PUFFER, *Dir. of Sales*
TELETYPE CG 1685 FRanklin 2-9600

Morrison Hotel

MADISON AT CLARK • CHICAGO

ILLINOIS
Chicago continued

Hamilton Hotel

20 S. Dearborn St. (Phone: RAndolph 6-6100)
Manager: Michael F. Lament
Sales Manager: Robert L. Klick
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $11; Suites: $18 to $35
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Rates for Meals: Breakfast: 60c to $1.25; Lunch: 85c to $1.85; Dinner: 90c to $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 30% bedrooms
Charges for Banquet & Mtg. Rms.: None if sleeping rooms used.
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 60c to $2

LaSalle Hotel (HSMA)
See Advertisement, Page 71

10 N. LaSalle St. (Phone: FRanklin 2-0700)
Manager: A. M. Quarles
Sales Manager: M. P. Mathewson
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 35 suites available)
Convention Rates: Single: from $7.50; Double: from $14.50; Twin: from $12.50; Suites: from $27.50
No. Mtg. Rms. & Capacity of Largest: 17 (1000)
No. Banquet Rms. & Capacity of Largest: 16 (650)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 250 bedrooms
Charges for Banquet & Mtg. Rms. According to food functions

hold your next meeting at the

La Salle HOTEL
LA SALLE AND MADISON
CHICAGO

Teletype CG 28

- Complete facilities adaptable to any type of function
- *Personalized* attention to every detail
- Convenient to railroad terminals
- Located in the center of downtown Chicago
- Gracious, modern atmosphere, plus traditional LaSalle hospitality

WRITE FOR ROOM CHARTS, FLOOR PLANS AND FULL DETAILS

A. M. QUARLES, VICE PRESIDENT AND GENERAL MANAGER — M. P. MATHEWSON, SALES DIRECTOR

Net Exhibit Space: 15,000 sq. ft., including 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Morrison Hotel (HSMA)
See Advertisement, Page 70

79 W. Madison St. (Phone: FR 29600)
Manager: John B. Grande
Sales Manager: W. Fred Puffer
Convention Season: All year
Largest Group Accommodated: 2,500 (1,850 rooms and 150 suites available)
Convention Rates: Single: from $6; Double: from $9.50; Suites: from $27
No. Mtg. Rms. & Capacity of Largest: 30 (1,800)
No. Banquet Rms. & Capacity of Largest: 30 (1,200)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, over 1,000 bedrooms
Charges for Banquet & Mtg. Rms.: None

Net Exhibit Space: 21,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for $24 hours

Hotel North Park

1931 Lincoln Park West (Phone: MOhawk 4-3200)
Manager: Owen W. Nicholls
Convention Season: All year
Largest Group Accommodated: 250 (50 rooms and 10 suites available)
Convention Rates: Single: $8; Double: $12; Suites: $20
No. Mtg Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Boating, Horseback riding, Swimming adjacent to hotel

Fly in luxury on

world's largest airliner

Delegates arrive refreshed when they fly Northwest's luxurious Stratocruisers—world's largest airliner. And the fun begins on the way in the gay new Fujiyama Room, NWA's exclusive lower-deck refreshment lounge. Fly to the next convention in real *first-class* luxury—fly Northwest Stratocruisers!

You're a special guest when you fly Northwest!

NORTHWEST
Orient AIRLINES

CONVENTION EXPERTS in the following cities: Anchorage • Atlanta • Billings • Bismarck • Boston • Bozeman • Butte • Chicago • Cleveland • Dallas • Detroit • Edmonton • Fairbanks • Fargo • Grand Forks • Great Falls • Helena • Hong Kong • Honolulu • Jamestown • Kalispell • London • Los Angeles • Madison • Manila • Milwaukee • Minneapolis • Missoula • New York • Okinawa • Osaka • Philadelphia • Pittsburgh • Portland • Rochester • Saint Paul • San Francisco • Seattle • Seoul • Spokane • Tacoma • Taipei • Tokyo • Vancouver • Washington • Winnipeg • Yakima

TWA

PUTS
WINGS
ON
CONVENTION
PLANNING

When it comes to a Chicago convention, here's a tip! Ask TWA for help . . . from site planning to round-trip transportation!

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . relaxing recreation.

Chicago is a "natural" for these meetings. It's centrally located. And TWA serves it with more than 60 flights every day.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office today. Or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N. Y.

FLY THE FINEST

FLY TWA

No Convention Headaches When You Put...

All Your People Under One Roof... All Your Exhibits on One Floor At The SHERMAN

CHICAGO'S MOST CONVENIENT HOTEL

IT'S SO CONVENIENT TO CONVENE AT THE SHERMAN, where there are plenty of rooms for all your guests . . . plenty of single-floor space for all your exhibits. No time lost racing around town! No tiresome stair-climbing! No bothersome elevator-riding!

PLANNED SINGLE-FLOOR CONVENIENCE

- Over 40,000 square feet of air-conditioned exhibit space
- 27 air-conditioned meeting rooms, accommodating 10 to 2,000

PLUS . . .

- Exceptional banquet facilities, for functions of any size
- 1501 redecorated rooms, many air-conditioned
- Radio in every room — TV in many
- World-famous restaurants: College Inn Porterhouse, steak house of America — Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of both Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly
- The Sherman is in the heart of Chicago's shopping, theater, and financial district
- Drive-right-in convenience — the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.

Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire, or write Danny.

THE SHERMAN

CHICAGO'S MOST CONVENIENT HOTEL

•

RANDOLPH, CLARK AND LASALLE STREETS
TELEPHONE: FRANKLIN 2-2100 • TELETYPE: CG 1387

ILLINOIS
Chicago continued

Palmer House (HSMA)

State & Monroe (Phone: RA 6-7500)
Manager: Vernon Herndon
Sales Manager: A. W. LeFaivre
Convention Season: All year
Largest Group Accommodated: 2,500 (1,200 rooms and 80 suites available)
Convention Rates: Single: $7 to $14.50; Double: $13.50 to $24; Suites: from $30.50
No. Mtg. Rms. & Capacity of Largest: 25 (1,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,500)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Nominal fee
Net Exhibit Space: 21,800 sq. ft. on one floor
Visual Aids Available: Any requirements
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per day

St. Clair Hotel

162 E. Ohio St. (Phone: Superior 7-4660)

Manager: Malcolm James
Sales Manager: David J. Gardner
Convention Season: All year
Largest Group Accommodated: 250 (400 rooms and 100 suites available)
Convention Rates: Single: $6 to $12; Double: $8 to $13; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: from $2.25; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 150 bedrooms
Charges for Banquet & Mtg. Rms.: None if banquets are served
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights
Parking: $2 per night

Sherman Hotel (HSMA)

See Advertisement, Page 73

Randolph & Clark St. (Phone: Fra. 2-2100)

Manager: Patrick H. Hoy
Sales Manager: Daniel Amico
Convention Season: All year
Largest Group Accommodated: 3,000 (1,501 rooms and 78 suites available)
Convention Rates: Single: from $6.45; Double: from $9.45; Suites: from $19.95
No. Mtg. Rms. & Capacity of Largest: 27 (2,000)
No. Banquet Rms. & Capacity of Largest: 27 (2,000)
Rates for Meals: Variable
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 500 bedrooms.
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 40,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage, gas, air, steam and drainage
Parking: Garage in hotel

The Sheraton Hotel (HSMA)

See Advertisement, Page 74

505 N. Michigan Ave. (Phone: Whitehall 4-4100)

Manager: Willard M. Rutzen
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 50 suites available)
Convention Rates: Single: from $6.50; Double: from $10.50; Suites: from $16.85
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 10 (1,200)
Rates for Meals: Breakfast: $2.25; Lunch: $2.75; Dinner: $4.25. Prices plus tax and tip.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and bedrooms
Visual Aids Available: Projection equipment
Charges for Banquet & Mtg. Rms.: Depends upon functions
Other Equipment Available: PA system, spotlights
Parking: $1.75 for 24 hours

Sheraton-Blackstone Hotel (HSMA)

See Advertisement, Page 74

636 S. Mchigan Ave. (Phone: Harrison 7-4300)

Manager: Foster H. Gurney
Sales Manager: Alan J. Terrill
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms and 10 suites available)
Convention Rates: Single: from $9; Double: from $14; Suites: $25 to $85
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 90% of bedrooms
Net Exhibit Space: 2,420 sq. ft. on one floor
Visual Aids Available: All
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

DECATUR

Railroads: B. & O.; I.T. El.; Penna.; Wab.; Ill. Cent.

Hotel Orlando (HSMA)

Water, Wood & State Sts. (Phone: 4331)

Manager: Jack Powers
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $6.50; Double: $6.50 to $9.50; Suites: $17.50
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 50 bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None when food is served

IN CHICAGO

2 FAMED SHERATON HOTELS

THE SHERATON HOTEL: Magnificent Grand Ballroom accommodates 1600 for meetings, 1200 for banquets. Other function rooms for from 50-500 people. There are 500 bedrooms—all high above the city noise.

THOMAS J. McDONALD, *Convention Manager*
HAROLD P. BOCK, *General Manager*

THE SHERATON-BLACKSTONE: One of the world's most celebrated hotels — famed for political and business conventions. Old World elegance — combined with complete convention facilities. 400 bedrooms and suites.

FOSTER H. GURNEY, *General Manager*
ALAN J. TERRILL, *Sales Representative*

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NEW YORK
BOSTON
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PHILADELPHIA
Sheraton Hotel opens 1957
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ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
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FRENCH LICK, Ind. and other Midwest cities
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SAN FRANCISCO
LOS ANGELES
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TORONTO
NIAGARA FALLS, Ont.
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SHERATON HOTELS
THE PROUDEST NAME IN

Other Equipment Available: PA system, stage (12' x 30')
Parking: $1.25 per night inside; $.50 outside
Sport Facilities: Golf, Tennis, Swimming, Boating

EAST ST. LOUIS

Railroads: Burl. Route; A. & S.; B. & O.; C. & E.I.; Frisco; I.T.; L. & M.; L. & N.; M.K.T.; M.P.; G.M. & O.; St. L. & O.F.; St. L. & O.R.; St. L. S.W.; T.R.R.A. of St. L.; I.C.; N.Y.C. & St. L.; Penna.; So.; C.R.I. & P.; N.Y.C.; Wab.; Mfrs.
Airlines: AAL, EAL, TWA, DAL, CAL, BNF

Hotel Broadview

421 E. Broadway (Phone: Upton 4-6500)
Manager: J. C. Caldarera
Sales Manager: R. R. Simpson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 16 suites available)
Convention Rates: Single: $4.50 to $5.50; Double: $6 to $8; Suites: $10 to $14
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: A la carte; Lunch: 85c to $1; Dinner: $1.35 to $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100
Net Exhibit Space: 15,000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities

EVANSTON

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.

North Shore Hotel (HSMA)

1611 Chicago Ave. (Phone: UN 4-6400)
Manager: Del Courthey
Sales Manager: John Poulos, Jr
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms and 8 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $175
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 in garage

Orrington Hotel (HSMA)

1710 Orrington Ave. (Phone: University 4-8700)
Manager: Palmer Jones
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 12 suites available)
Convention Rates: Single: $5 to $12; Double: $10 to $15; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 7 (125)
No. Banquet Rms. & Capacity of Largest: 7 (125)
Rates for Meals: Breakfast: from 50c; Lunch: from 90c; Dinner: from $1.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and some bedrooms
Net Exhibit Space: 3,250 sq. ft.
Visual Aids Available: Blackboards, movie screen
Other Equipment Available: PA system, spotlights
Parking: $1.50 per night
Sports Facilities: Golf, Riding, Swimming

GALESBURG

Railroads: P.R., C.B.&O., Santa Fe

Hotel Custer

(Phone: 4275)
Manager: Bernard Schimmel
Convention Season: All year
Largest Group Accommodated: 400 (170 rooms and 3 suites available)
Convention Rates: Single: from $5; Double: from $7.25; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: from 65c; Lunch: from 75c; Dinner: from 95c
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: From $10
Visual Aids Available: Blackboards, screen, easels
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

HIGHLAND PARK

Railroads: C. & N.W.; C. No. Sh. & M.

Moraine-On-The-Lake (HSMA)

2501 N. Sheridan Rd. (Phone: Highland Park 2-4444)
Manager: L. J. Boyle & R. S. Wright
Sales Manager: Charles Turner
Convention Season: All year
Largest Group Accommodated: 300 (165 rooms and 20 suites available)
Convention Rates: Single: $7.50 to $10; Double: $11.50 to $15; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on two floors
Visual Aids Available: Projection screen
Other Equipment Available: PA system, stage (16' x 19')
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Riding

LA SALLE

Railroads: C.R.I.&P.; C.B.&Q., Ill. Cent., La.S.& B. Co.

Kaskaskia Hotel

217 Marquette St. (Phone: 1200)
Manager: William F. Hahne
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms and 5 suites available)
Convention Rates: Single: $5 to $8; Double: $8 to $10; Suites: $15 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (320)
Rates for Meals: Breakfast: 45c to $1.25; Lunch: 85c to $1.50; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 30 bedrooms
Charges for Banquet & Mtg. Rms.: No charge if food served or guests at hotel
Net Exhibit Space: 1,200 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c on lot
Sports Facilities: Two golf courses five miles away

MOLINE

Railroads: RR., Burl., C.M.St.P.&P., C.R.I.&P., Dav., R.I., N.W.
Airlines: UAL, BNF, OZA

Le Claire Hotel (HSMA)

421 19th St. (Phone: 4-4371)
General Manager: James T. Devaney
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: from $4.50; Double: $7.50 to $10
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Rates for Meals: Breakfast: from 50c; Lunch: from 75c; Dinner: from $1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: From $7.50
Net Exhibit Space: 7,500 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

PEORIA

Railroads: Burl.; G.M. & O.; N.Y.C.; Ill. Cent.; M. & St. L.; C. & N.W.; P. & P.U.; T.P. & W.; C. & I.M.; C.R.I. & P.; N.Y.C. & St. L.; Penna.; P.T.; Ill. Term.
Airlines: AAL, TWA

AUDITORIUM

Shrine Mosque

207 N. Monroe St. (Phone: 3-1497)
Manager: Leonard B. Potter
Exhibit Areas: Auditorium lobby: 1,555 sq. ft.; Basement floor, dining room lobby: 1,370 sq. ft.
Rental Fees and Services: Auditorium, $250 with 1 electrician; Dining room, $200. Extra charges for PA system, spotlights, projectors, and other equipment.
Ventilation: Fan blowers
PA System: Yes
Elevators and Capacities: 1 freight, 2,000 lbs.
Loading Facilities: Front and rear of building
Storage Areas: Adjacent to stage and dining room and in annex
Meeting Rooms and Capacities: 3 rooms, up to 300
Facilities for Food Functions: Banquet for 1,050
Parking Facilities: Lots nearby
Distance from Business District: One block

Jefferson Hotel

239 S. Jefferson St. (Phone: 4-1151)
Manager: H. J. Smith
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: Single: $5; Double: $7; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Visual Aids Available: Movie screens, easels
Other Equipment Available: PA system, spotlights
Parking: $1.50

Hotel Pere Marquette

501 Main St. (Phone: 4-2121)
Manager: Ferdinand P. Sperl
Sales Manager: Joseph L. Lannas
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms and 18 suites available)
Convention Rates: Single: $5 to $8; Double: $7.50 to $13.50; Suites: $23 to $34.50
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: $1.75 to $2; Lunch: $2. to $3; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,786 sq. ft. on one floor
Visual Aids Available: Movie screen, projector, rostrum
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

ROCKFORD

Railroads: C.B. & Q.; C.M. St. P. & P.; Ill. Cent.; C. & N.W.
Airlines: BNF

Hotel Faust

618 E. State St. (Phone: 2-3731)
Manager: Frank H. Sweeney
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Single: $6.50; Double: $9.50; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 75c to $1.50; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms, 15% bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served
Net Exhibit Space: 1,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c and 75c per day
Sports Facilities: Bowling in hotel

Hotel Lafayette

411 Mulberry St. (Phone: 4-5651)
Manager: Jake Conner
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $4.50 to $5; Doubles: $6.50 to $8.50
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Visual Aids Available: PA system, 16mm projector and screen, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: from 35c

ILLINOIS
continued

SPRINGFIELD

Railroads: B. & O.; G.M. & O.; Ill. Cent.; Wab.; C. & I.M.; Ill. Term.; S.T.
Airlines: AAL

Hotel Abraham Lincoln (HSMA)

416 E. Capitol (Phone: 7511)

Manager: Harold E. Yager
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: from $7.50; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 to $1.50 per night
Sports Facilities: Golf

Hotel Leland

(Phone: 5431)

General Manager: James P. Bolinger
Sales Manager: Jim Goudkt
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 14 suites available)
Convention Rates: Single: $6 to $9; Double: $8.25 to $12; Twins: $10 to $12; Suites: $16 to $32
No. Mtg. Rms & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for food functions
Net Exhibit Space: 2,500 sq. ft.
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf nearby

INDIANA

ELKHART

Railroads: N.Y.C.

Elkhart Hotel

500 S. Main (Phone: 35110)

Manager: W. J. Delbridge
Sales Manager: R. R. Casavant
Convention Season: All year, but not Mon. through Wed.
Largest Group Accommodated: 300 (200 rooms and 3 suites available)
Convention Rates: Single: $4.75 to $6; Double: $7 to $10; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $2 to $3; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Partly
Charges for Banquet & Mtg. Rms.: $6 to $35
Net Exhibit Space: 1,600 sq. ft. on two floors
Visual Aids Available: Screens, Projectors
Other Equipment Available: PA system, spotlights, stage
Parking: 50c in lot, $1.25 in garage
Sport Facilities: Golf, Tennis

EVANSVILLE

Railroads: C. & E.I.; N.Y.C.; Ev. S. & N.; Ill. Cent.; L. & N.; So.
Airlines: EAL, DEL-C&S

Hotel McCurdy (HSMA)

1st & Locust Sts. (Phone: HA 5-6121)

Manager: D. R. Wilson
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms and 7 suites available)
Convention Rates: Single: from $5; Double: from $7.25; Suites: from $19.25
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (550)
Rates for Meals: Breakfast: from $1; Lunch; from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 13,000 sq. ft.; 8,000 sq. ft. on one floor
Visual Aids Available: Blackboard, movie screen & projector
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight
Sports Facilities: Golf, Tennis, Swimming, Fishing, Riding, Boating

Hotel Vendome

24 N. W. 3rd St. (Phone: 5-7251)

President: Norman F. Scholz
Vice President: Frederick J. Scholz
Convention Season: All year
Largest Group Accommodated: 900 (300 rooms and 25 suites available)
Convention Rates: Single: from $4.75; Double: from $6.50; Twins: from $10; Suites: from $16.75
No. Mtg. Rms. & Capacity of Largest: 7 (380)
No. Banquet Rms. & Capacity of Largest: 7 (380)
Rates for Meals: Breakfast: from 40c; Lunch: from 75c; Dinner: from $1.35
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 7,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (60 ft. long)
Parking: 50c to $1

FORT WAYNE

Railroads: N.Y.C.; N.Y.C. & St. L.; Penn.; Wab.
Airlines: TWA, DAL, UAL

AUDITORIUM

Allen County Memorial Coliseum

4000 Parnell Ave. (Phone A-6146)

Manager: Don Myers
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.; Arena, 25,000 sq. ft.
Rental Fees and Services: Rental depends on event
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. high
Elevators and Capacities: One, 20,000 lbs.
Columns: 24 in. columns on 27-ft. centers
Utilities: Electricity, gas, water
Loading Facilities: Good
Storage Areas: 400 sq. ft. in exhibition area
Meeting Rooms and Capacities: Three rooms, 200 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve 2,000
Parking Facilities: 3,200 cars
Distance from Business District: Two and a half miles

Hotel Van Orman (HSMA)

See Advertisement, Page 76

128 W. Berry St. (Phone: Anthony 6121)

Manager: Harold Van Orman, Jr.
Sales Manager: Harold Ryan
Convention Season: All year, but preferred on weekends
Largest Group Accommodated: 600 (175 rooms and 8 suites available)
Convention Rates: Single: $4.25; Double: $6.50; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms

In the Heart of the Indiana, Michigan and Ohio region

Fort Wayne offers you:

- A new, fresh and cosmopolitan site for your sales meetings and conventions.
- A beautifully new Memorial Coliseum which housed the 1955 American Bowling Congress Tournament.
- Unexcelled railroad and air line transportation.
- A courteous Convention Bureau to help you with registration and any other problems.

AND the nationally famous

HOTEL VAN ORMAN

Personnel trained to serve both large and small groups

Wide selection of meeting rooms for from 6 to 600

All meeting and banquet rooms air-conditioned and newly redecorated by the Internationally famous Robert Lederer

One of America's outstanding culinary departments—we feel at the Van Orman a banquet is a feature and not just a part of any gathering.

With us sales meetings and conventions are an integral part of our business—not just a side line.

May we serve you?

Charges for Banquet & Mtg. Rms.: None if meals served
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

FRENCH LICK

Railroads: Monon; B. & O.

French Lick-Sheraton (HSMA)

See Advertisement, Page 77

Manager: Arthur J. Newman
Sales Manager: Wm. A. Roth
Convention Season: Mar. 1 to Nov. 30
Largest Group Accommodated: 1,000 (471 rooms and 34 suites available)
Convention Rates: Single: $16 to $26; Double: $28 to $38; Parlors: $15 to $20 per person additional per day; Suites: on request; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meetings rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm sound and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Mineral Baths, Skeet and trap shooting, Horseback Riding, Croquet, Bandminton, Shuffleboard, Children's Playground

GARY

Railroads: B. & O.; N.Y.C.; Penna.; M.C.; Wabash; Ch. So. Sh. & S.B. El.

Hotel Gary (HSMA)

578 Broadway (Phone: Turner 5-7521)
Manager: Clark H. Jones
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms and 4 suites available)
Convention Rates: Single: $6 to $9; Double: $9 to $12; Suites: $12 to $16
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: from $1.40; Lunch: from $1.75; Dinner: from $3.25
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 45 bedrooms
Charges for Banquet & Mtg. Rms.: $10.00 up, depending on type of function
Net Exhibit Space: 3,600 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage 16 x 22)
Parking: 40c to $1.25 for 24 hours

INDIANAPOLIS

Railroads: N.Y.C.; Penna.; Erie; Ill. C.; I.U.; N.Y.C. & St. L.; B. & O.; Chi. Ind. & Lv.
Airlines: AAL, EAL, TWA, DAL

Antlers Hotel

750 N. Meridian St. (Phone: Lincoln 2351)
Manager: Herbert Kruger
Sales Manager: Don Coffin
Convention Season: All year
Largest Group Accommodated: 600 (150 rooms and 8 suites available)
Convention Rates: Single: $4.25 to $9; Double: $8.50 to $10.50; Suites: $13 to $17.50
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 128 bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $150
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 35c per hour and special rates for long periods

Claypool Hotel

See Advertisement, Page 144

14 N. Illinois St. (Phone: Plaza 8471)
Manager: W. Bryan Karr
Sales Manager: C. E. Ehlers
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: from $7; Double: from $9.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 14 (1,100)
No. Banquet Rms. & Capacity of Largest: 14 (660)
Rates for Meals: Breakfast: from $2; Lunch: from $2.25; Dinner: from $3.60
Liquor: Served in hotel
Air Conditioning: Entire hotel by summer
Charges for Banquet & Mtg. Rms.: $5 to $150
Net Exhibit Space: 1,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (10' x 30')
Parking: $1.50 for 24 hr. service

Severin Hotel

201 S. Illinois St.
President: W. A. Atkins
Manager: L. O. Doty
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 25 suites available)
Convention Rates: Single: $4.50 to $7.50; Double: $7.50; Suites: $10 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (375)
No. Banquet Rms & Capacity of Largest: 5 (300)
Rates of Meals: Breakfast: $1.50; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Net Exhibit Space: 4,500 sq. ft.
Visual Aids Available: 2 movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

Sheraton-Lincoln Hotel (HSMA)

See Advertisement, Page 7

117 W. Washington (Phone: ME 4-1361)
Manager: P. E. Rupprecht
Sales Manager: Lincoln Stegman
Convention Season: All year, except during Memorial Day race period

THE MIDDLE WEST'S LARGEST CONVENTION RESORT
1775 acres of Southern Indiana. Newly furnished, re-decorated and air-conditioned. Dining Rooms and Convention Hall each seating 1000. Many meeting and exhibit rooms for from 25 to 400 persons. Outdoor and indoor Swimming Pools. Tennis Court. Two 18-hole Golf Courses. Many other sports facilities. Air strip, Ladies' and Men's Mineral Baths, plus a private railroad siding.

600 Rooms
ARTHUR J. NEWMAN, *General Manager*
WILLIAM A. ROTH, *Sales Manager*

EAST
NEW YORK
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WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
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DALLAS
Sheraton Hotel opens 1959
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NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON
THE PROUDEST NAME IN **HOTELS**

INDIANA

Indianapolis continued

Largest Group Accommodated: 350 (150 rooms and 12 suites available)
Convention Rates: Single: from $5.75; Double: $8.85; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (350)
Rates of Meals. Breakfast: from $1.50; **Lunch:** from $2; **Dinner:** from $3
Liquor: Served in hotel, except on Sundays, Christmas & New Years Day
Air Conditioning: About two-thirds of hotel during summer
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, stage
Parking: Facilities available

Hotel Washington (HSMA)

32 E. Washington St. (Phone: ME 2-2541)
Manager: C. H. Dohm
Sales Manager: Fred C. Jay
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: Single: from $5; Double: from $7.50; Suites: from $15.75
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Rates for Meals: Breakfast: $1.50; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, majority of bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,973 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1.50 overnight

MUNCIE

Railroads: N.Y.C.; C. & O.; M. & W.; N.Y.C. & St. L.; Penna.

Hotel Roberts

(Phone: 8861)
Manager: E. L. Carpenter
Convention Season: All year
Largest Group Accommodated: 300 (130 rooms available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from 60c; Lunch: from $1.15; Dinner: from $1.75
Air Conditioning: Banquet, and meeting rooms, 35 bedrooms
Charges for Banquet & Mtg. Rms.: Nominal
Other Equipment Available: PA system, stage
Parking: Facilities adjacent

RICHMOND

Railroads: Penna.; C. & O.

Leland Hotel

S. 9th & A Sts. (Phone: 2-1161)
Manager: Ray O. Myers
Sales Manager: Roscoe Wehrley
Convention Season: All year
Largest Group Accommodated: 450 (150 rooms and 10 suites available on weekends)
Convention Rates: Single: $5 to $8; Double: $7 to $10; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: 50 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c overnight; garage—$1.25 overnight
Sports Facilities: 3 golf courses

SOUTH BEND

Railroads: N.Y.C.; Ch. So.; Sh. & S.B. El.; N.J.I. & I.; Penna.; Gr. Tk.
Airlines: AAL, TWA, UAL

La Salle Hotel

237 N. Michigan (Phone: 3-1181)
Manager: Leonard Mennucci
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Convention Rates: Single: from $5.50; Double: from $8
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 60c to $1.25; Dinner: $1.35 to $3.50.
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet and Mtg. Rooms: None. Exhibit Rooms: $15 to $75
Other Equipment Available: PA system, stage
Parking: 35c per hour

Hotel Oliver

Main & Washington Sts. (Phone: CE 3-7171)
Manager: William C. Devereaux
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 3 suites available)
Convention Rates: Single: $5 to $7.50; Double: $7.50 to $11; Suites: $21
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: $1.50 to $5; Dinner: $2.50 to $8
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: Depends on food served
Net Exhibit Space: 3,950 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1.25
Sports Facilities: Golf, bowling

TERRE HAUTE

Railroads: C. & E. Ill.; N.Y.C.; C.M. St. P. & P.; Penna.
Airlines: TWA, DEL-C&S

Deming Hotel

6th & Cherry Sts. (Phone: C 5021)
Manager: Demas D. Waterman
Convention Season: All year
Largest Group Accommodated: 150 (125 rooms and 5 suites available)
Convention Rates: Single: $5; Double: $6.50; Suites: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Rates for Meals: Breakfast: 40c to 85c; Lunch: 90c to $1.50; Dinner: $1.50 to $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 2,800 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25; Parking lot—Free to overnight guests

Terre Haute House

700 Wabash Ave. (Phone: Crawford 3341)
Manager: C. M. Ellis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 3 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $20 to $42
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: Breakfast: 55c to $1.50; Lunch: 90c to $1.50; Dinner: $1.90 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 5,400 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, platforms
Parking: $1.25 to $1.50
Sports Facilities: Golfing

IOWA

CEDAR RAPIDS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; W.C.F. & N.; C.R. & I.C.
Airlines: UAL

AUDITORIUM

Memorial Coliseum

May's Island (Phone: 2-6511)
Manager: Barney McPartland
Exhibit Areas: Auditorium, 11,000 sq. ft.; Armory, 7,000 sq. ft.; Dining Rooms, 2,500 sq. ft.
Rental Fees and Services: Rental varies; includes janitor service, heat, light and available equipment
Floor Load: Unlimited
Ventilation: Blower
Ceiling Height: Auditorium, 50 ft.; Armory, 15 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 9 ft.
Columns: 10 under balcony
Utilities: 110-V current
Loading Facilities: Ramp and loading platform
Storage Areas: Limited
Meeting Rooms: Three, partitioned by folding doors
Facilities for Food Functions and Banquet Capacity: Dining room, 400; Armory, 800
Parking Facilities: Street only
Distance from Business District: In center city

Sheraton-Montrose Hotel

See Advertisement, Page 78

Manager: C. J. Gustin
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms and 12 suites available)
Convention Rates: Single: from $4.50; Double: from $7; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 12 (575)
No. Banquet Rms. & Capacity of Largest: 12 (490)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,800 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Roosevelt (HSMA)

200 First Ave., N.E. (Phone: EMpire 4-4111)

CEDAR RAPIDS, IOWA

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-MONTROSE

Home of famous Grant Wood murals. Most bedrooms and all public rooms air-conditioned. Ten function rooms plus ballroom seating 350 persons.

350 rooms
CHARLES J. GUSTIN
General Manager

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WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Manager: J. C. Kennedy
Convention Season: All year
Largest Group Accommodated: 500 (175 rooms and 10 suites available)
Convention Rates: Single: from $5.25; Double: from $7.50; Siutes: from $16.50
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 11 (265)
Rates for Meals: Breakfast: $1.35; Lunch: $1.75; Dinner: $2
Liquor: Only beer served in hotel
Air Conditioning: Banquet rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $65 a
Visual Aids Available: Screens and pointers
Other Equipment Available: PA system, spotlights, stage
Parking: from 35c—$1 overnight
Sports Facilities: Golf and Boating

DAVENPORT

Railroads: C.B. & Q.; C.M. St. P. & P.; C.R.I. & P.; D.R.I. & N.W.
Airlines: BNF, UAL

Hotel Blackhawk

3rd & Perry (Phone: 3-2711)
Manager: Earl R. Ackerman
Sales Manager: Ken Thomas
Convention Season: All year
Largest Group Accommodated: 650 (285 rooms and 10 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $14; Suites: $17.50 to $25
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Private parties only when liquor brought in by sponsor of group.
Air Conditioning: Banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: from $10
Visual Aids Available: Movie screens and blackboards
Other Equipment Available: PA system, spotlights, stage (18' x 24')
Parking: 75c on lot
Sports Facilities: Golf courses, Swimming pools, and Boating near hotel, Bowling

DES MOINES

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; D.M. & C.I.; D.M.U.; D.M.W.; F.D.D.M. & S.; M. & St. L.; C. & N.W.; Wab.
Airlines: UAL, BNF

AUDITORIUM

Veterans Memorial Auditorium

See Advertisement, Page 79

833 Fifth Ave. (Phone: CHerry 4-2135)

Manager: Horace S. Strong
Exhibit Areas: Arena, 46,300 sq. ft.; Exhibit Hall, 50,000 sq. ft.
Rental Fees and Services: Arena, $550 per day; Exhibit Hall, $400 per day; heat and light included.
Floor Load: 400 lbs. per sq. ft.
Ceiling Height: Arena, 86 ft., Exhibit Hall, 19 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Arena, one door 10 ft., 6 in. high; Exhibit Hall, two overdoors, 12 ft. high
Elevators and Capacities: One, 10 tons with 7 ft. high door opening
Columns: Exhibit Hall, 27 ft. centers, east and west; 21 ft. centers, north and south
Utilities: Electricity, water, gas, sewer and air
Loading Facilities: Drive-in facilities
Storage Areas: 50 ft. by 150 ft. by 20 ft. high on ground floor
Meeting Rooms and Capacities: Nine: (two—80; one—125; two—75; one—750; one—250 and two dressing rooms—150)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: Lot on grounds for 1,000 cars
Distance from Business District: 4 blocks

Fort Des Moines (HSMA)

10th & Walnut Sts., (Phone: Cherry 3-1161)
Manager: Joseph E. Whalen
Sales Manager: George W. Gill
Convention Season: All year
Largest Group Accommodated: 1,000 (200 rooms and 18 suites available)
Convention Rates: Single: from $6.50; Double: from $8.50; Suites: $22.50 to $40
No. Mtg. Rms. & Capacity of Largest: 10 (1000)
No. Banquet Rms. & Capacity of Largest: 10 (1000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.25; Dinner: from $3.50
Liquor: Not sold but will serve guest's liquor
Air Conditioning: 10 banquet and meeting rooms, 150 bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 3,000 sq. ft. on 2 floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage (13' x 24')
Parking: $1.50 overnight

Hotel Kirkwood

4th & Walnut Sts. (Phone: Cherry 4-9191)
Manager: Jack J. Calhoun
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms and 6 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15 to $21
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (275)
Rates for Meals: Breakfast: from 50c; Lunch: from 85c; Dinner: from $1.85
Liquor: Guests buy bottle at State Store two blocks from hotel
Air Conditioning: All public rooms and third of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,800 sq. ft. on one floor
Visual Aids Available: Two movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Golf, Bowling, Swimming

Hotel Savery

4th & Locust (Phone: 4-2151)
Manager: Paul E. Lefton
Sales Manager: Russell Rogers
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 30 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $7.50 to $12; Suites: $17.50 to $30
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 11 (620)
Rates for Meals: Breakfast: $150; Lunch: $2; Dinner: from $3
Liquor: Organization must purchase liquor in State Liquor Store and hotel will set up bar as required by organization.

PERFECT PLACE for SALES MEETINGS, ...CONVENTIONS!

VETERANS MEMORIAL **AUDITORIUM** DES MOINES, IOWA

Bring your next Sales Meeting or Convention to the beautiful new Veterans Memorial Auditorium in Des Moines, Iowa.

Up to 96,000 square feet of floor space on two floors. Open Arena Floor with 46,300 square feet! Lower Exhibit Hall—50,000 square feet!

Ground level drive-in on both floors! Portable stage and movable curtain on Arena Floor. Ideal for any type or size of Sales Meeting or Convention. Perfect acoustics. Accommodations for any size group to 12,000 people. Smaller meeting rooms for 50 to 1,000 people.

Catering Service in the building—serve banquets from 50 to 5,000! Nationally-known Decorating Service available locally. Parking facilities for 1,100 cars! Within walking distance of leading Des Moines hotels!

Whether your plans call for "surprise" display of new products — or a regular Sales Meeting or Convention — look to Des Moines, Iowa.

VETERANS MEMORIAL **AUDITORIUM** 833 - 5th AVENUE H. S. STRONG, MGR.
WRITE FOR ILLUSTRATED BROCHURE AND RENTAL INFORMATION

IOWA

Des Moines continued

Air Conditioning: Banquet and meeting rooms and 150 bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $175
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50
Sports Facilities: Golf, Swimming

SIOUX CITY

Railroads: C.M. St. P. & P.; Ill. Cent.; Gt. Nor.; C. & N.W.; Burl.; S.C. Ter.
Airlines: BNF

AUDITORIUM

Sioux City Municipal Auditorium
Gordon Drive (Phone 5-8044)
Manager: Robert D. Hinchman
Exhibit Areas: Exposition Hall, 15,840 sq. ft.
Rental Fees and Services: Fees include no service
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 12 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 9 ft.
Elevators and Capacities: One freight
Columns: 10, 4 ft. by 14 in. (to house folding doors to divide hall)
Utilities: 110, 220, 440 current; water, gas, drainage
Loading Facilities: Two fork trucks; railroad siding 100 ft. from building
Meeting Rooms and Capacities: Six rooms seat from 25 to 1,000
Facilities for Food Functions & Banquet Capacity: 1,000 persons
Parking Facilities: Free lot, 1,000 cars
Distance from Business District: Two blocks

Sheraton-Martin Hotel
Manager: Wayne Clark
Convention Season: All year
Largest Gorup Accommodated: 600 (160 rooms and 6 suites available)
Convention Rates: Single: from 5; Double: from $7.50; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Rates for Meals: Breakfast: 45c to $1; Lunch: 85c to $1.10; Dinner: from $1.75
Liquor: Not served in hotel
Air Conditioning: 5 banquet and meeting rooms, 95 bedrooms
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Hotel Mayfair (HSMA)
3rd & Nebraska St. (Phone: 80531)
Manager: William Wachter
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms available)
Convention Rates: Single: $3 to $5; Double: $4.50 to $6.50
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.35; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities to $1.50

KANSAS

KANSAS CITY

Railroads: Union Pac.; Mo. Pac.; S.F.; C. Gt. W.; C.R.I. & P.; K.C.K.V.; K.C.S.; K. & M.R.
Airlines: TWA, BNF, CAL, DAL

Town House Hotel
See Advertisement, Page 98
7th & State (Phone: FI 7500)
Manager: A. L. Lew
Convention Season: All year
Largest Group Accommodated: 500 (257 rooms and 3 suites available)
Convention Rates: Single: $5.50 to $10, Double: $8 to $15; Suites: $18.50 to $50.
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (750)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Must be purchased by convention. Hotel provides mix and bartender.
Air Conditioning: Entire hotel
Charges for Banquet and Meeting Rms.: from $10
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: All
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and lot—$1 for 24 hours

TOPEKA

Railroads: Santa Fe; C.R.I. & P.; U.P.; Mo. P.
Airlines: TWA, BNF, CAL

AUDITORIUM

Municipal Auditorium
8th & Quincy (Phone: 5-4873)
Manager: Wm. R. Yerkes, Com. of Parks & Pub. Property
Exhibit Areas: 19,000 sq. ft.
Rental Fees: $125 to $225 per day
Ventilation: Air conditioned
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Elevators: One
Columns: 30 in Exhibition Hall
Utilities: Handle 400 Amps. current
Loading Facilities: Ramp and stage door
Storage Areas: Ample
Meeting Rooms and Capacities: Main Arena, 4,200; Assembly Room, 400; three rooms, 150 each; six rooms 50 each
Facilities for Food Functions and Banquet Capacities: Excellent kitchen can serve 1,500
Parking Facilities: Street parking
Distance from Business District: One block

Hotel Jayhawk
7th & Jackson Sts. (Phone: 3-4111)
Manager: Harry F. Lose
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms and 11 suites available)
Convention Rates: Single: $4.50 to $6.50; Double: $6.50 to $10; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: from $1.50; Dinner: from $2
Liquor: Not sold in hotel, but will serve private parties
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $75 per day, not including night
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours
Sports Facilities: Public golf course

Kansan Hotel
9th & Kansas Ave. (Phone: 4-6611)
Manager: Al. E. Lohoff
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $4.50; Double: from $7; Suites: from $10.50
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.25
Liquor: Not served in hotel, but will serve private parties
Air Conditioning: Banquet and meeting rooms, 125 bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $100
Net Exhibit Space: 3,420 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per 24 hours

WICHITA

Railroads: Santa Fe; C.R.I. & P.; M.V.; Frisco; Mo. Pac.
Airlines: TWA, BNF, CAL, CEN

AUDITORIUM

Municipal Forum Building
221 S. Water (Phone Amherst 2-1127)
Manager: C. A. Johnson
Exhibit Areas: Garage, 33000 sq. ft.; Lower Annex, 22,680 sq. ft.; Upper Annex, 25,096 sq. ft.; Rose Room, 19,164 sq. ft.; Arena, 11,000 sq. ft.
Rental Fees and Services: Depends on event
Ventilation: Fans
Ceiling Height: Garage, lower annex and Rose Room, 18 ft.; Upper annex 14 ft.; Forum arena 46.5 ft.
P. A. System: In Arcadia and Arena
Dimensions, Opening to Exhibit Hall: Largest door, 15 ft. high by 12 ft.
Columns: None in Upper Annex; Garage and Lower Annex, spaced 18.5 ft. by 20 ft.; 16 in Rose Room
Utilities: 110 and 220 current
Loading Facilities: Street
Meeting Rooms and Capacities: Forum Arena, 3,940; Arcadia Theatre, 1,931
Facilities for Food Functions and Banquet Capacity: Concessionaire; caterers can handle banquet up to 1,000
Parking Facilities: Private parking lots
Distance from Business District: In Business Dis-

Hotel Lassen
1st and Market (Phone: Ho. 4-5311)
Manager: Walter Schimmel
Res. Manager: J. Ury "Tommy" Thompson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 6 suites available)
Convention Rates: Single: $5.25 to $9.50; Double: $7.50 to $11.50; Suites: $17.50 to $40.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Package goods only
Air Conditioning: Entire hotel
Net Exhibit Space: 9,225 sq. ft.
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Movie screen, Projector
Other Equipment Available: PA system, spotlights, stage (1' x 3' x 6')
Parking: $1 overnight

KENTUCKY

LEXINGTON

Railroads: C. & O.; L. & N.; C.N.O. & T.P.; So.
Airlines: DAL, EAL, PAI

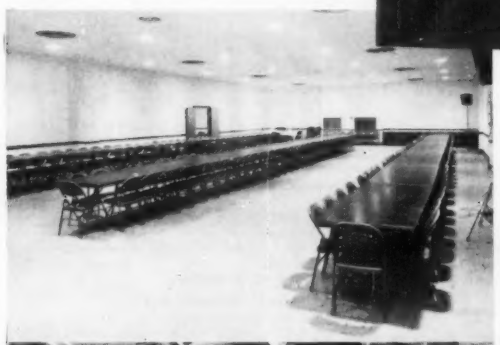
Lafayette Hotel (HSMA)
200 E. Main St. (Phone: 2-2260)
Manager: Len Shouse, Jr.
Convention Season: All year
Largest Group Accommodated: 340 (200 rooms and 8 suites available)
Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (340)
No. Banquet Rms. & Capacity of Largest: 1 (340)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 2,500 sq ft
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight
Sports Facilities: Golf

Phoenix Hotel
120 E. Main St. (Phone: 22254)
Manager: J. J. Ruttenberg
Sales Manager: A. E. Hukle
Convention Season: All year, except during racing season
Largest Group Accommodated: 500 (342 rooms and 8 suites available)
Convention Rates: Single: $4.50 to $8; Double: $6 to $12; Suites: $15 to $40
No. Mtg. Rms. & Capacity of Largest: 6 (2,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,500)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if headquarters for convention
Other Equipment Available: PA system, spotlights, stage
Parking: Adjoining garage

THE LARGEST MULTI-PURPOSE *ATTRACTION* CENTER IN THE WORLD!

AIRVIEW of the new Kentucky Fair & Exposition Center.

BELOW:
MEETING ROOM
EAST EXPOSITION WING
CAFETERIA



NOW OPEN FOR SALES MEETINGS, CONVENTIONS & EXHIBITIONS!

The new Kentucky Fair & Exposition Center . . . located in Mid-America . . . in one of the nation's fastest growing metropolitan areas.

357 ACRES OF GROUNDS
22 acres under roof . . . unparalleled facilities for the widest variety of meetings, exhibitions, conventions, and trade shows.

1800 EXHIBITION BOOTHS — 10′ x 10′
More than 8 acres of ground floor exhibition space . . . all utilities available for each booth . . . lease as large or as small an area as needed.

MEETING ROOMS — FOR 320 TO 18,000
Three modern air-conditioned meeting rooms . . . can seat groups up to 1,160 . . . larger groups — up to 18,000 — can use the Coliseum . . . public address system, all services available.

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Dining room seats 500 . . . Cafeteria serves 1,000 . . . Banquets up to 6,000.

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Bus service, 14-minute ride from downtown Louisville . . . paved parking for 27,000 cars on the grounds.

New . . . modern . . . all facilities and equipment . . . available for commercial and industrial exhibits, conventions, trade shows, and meetings.

For further information, write:

The KENTUCKY Fair & Exposition CENTER

THE KENTUCKY FAIR AND EXPOSITION CENTER
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KENTUCKY
continued

LOUISVILLE

Railroads: B. & O.; C. & O.; N.Y.C.; Ill. Cent.; L. & N.; So.; Penna.; C.I. & L.; K. & I.T.
Airlines: AAL, EAL, TWA, PAI

Kentucky Fair & Exposition Center

See Advertisement, Page 81

(Phone: EMerson 6-9592)
Manager: H. Clyde Reeves, Executive Consultant
Exhibit Areas: East Exposition Wing: 223,500 sq. ft.; West Exposition Wing: 184,600 sq. ft.; Stadium, 2nd floor: 71,860 sq. ft. Three meeting rooms available.
Floor Load: Over 300 lbs. per sq. ft. on ground floor
Ceiling Height: About 45 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 300 ft. to exposition wings
Columns: Steel I-beams
Utilities: Full utilities, 3,940 kil. available for standard voltage and amperage in AC only. DC current by special arrangement.
Loading Facilities: Platform trucks, ramps to 2nd floor
Storage Areas: 53,960 sq. ft. in Coliseum
Meeting Rooms and Capacities: 3, for 840, 320 and 680 persons
Facilities for Food Functions: Dining room for 500; cafeteria for 1,000. Banquet for 6,000 or more
Parking Facilities: Paved lot for 27,000 cars
Distance from Business District: 4½ miles

Brown Hotel

See Advertisement, Page 83

4th & Broadway Sts. (Phone: JUniper 4-1311)
Manager: Harold E. Harter
Sales Manager: Carl D. Anderson
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 900 (400 rooms and 20 suites available during June, July, Aug. 300 rooms and 15 suites available rest of year.
Convention Rates: Single: from $5.50; Double: from $9; Suites: $16 to $25
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 215 bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $150
Net Exhibit Space: 4,500 sq. ft. on two floors
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c for 2 hours, $1.25 for 18 hours, $1.50 for 24 hours

The Kentucky Hotel

See Advertisement, Page 83

Fifth & Walnut (Phone: Wabash 1181)
Manager: D. J. Quin
Sales Manager: G. T. Stubblefield
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 1,000 (400 rooms and 16 suites available)
Convention Rates: Single: from $5; Double: from $9; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 60% of bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served
Net Exhibit Space: 25,000 sq. ft., 20,000 of which are on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 35c first hour, 5c each additional hour

Sheraton-Seelbach Hotel

See Advertisement, Page 82

Gen. Manager: R. J. Yocum
Sales Manager: William Howard
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 25 suites available)
Convention Rates: Single: $5 to $13; Double: $7.50; Suites: from $25 to $29
No. Mtg. Rms. & Capacity of Largest: 18 (950)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Rates for Meals: Breakfast: $1.50 to $3; Lunch: $1.75 to $4; Dinner: $3 to $10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,500 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 75c day, $1.50 for 24 hours

LOUISIANA

ALEXANDRIA

Railroads: So. Pac.; T. & P.; L. & A.; C.R.I. & P.; Mo. Pac.
Airlines: DEL-C&S

Bentley Hotel (HSMA)

200 DeSoto St. (Phone: 2-3371)
Manager: Coleman J. Hudson
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms and 9 suites available)
Convention Rates: Single: from $5; Double: from $6.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: $1.25; Lunch: from $2.20; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $50 if no food served
Net Exhibit Space: 300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (20' x 14)
Parking: $1 nightly

BATON ROUGE

Railroads: I.C.; L. & A.; Mo. P.
Airlines: DEL-C&S, EAL, SOU

Heidelberg Hotel

Lafayette at Convention (Phone: 2-7721)
Manager: Thos. P. Ryan
Convention Season: All year, except from May 10 to July 10 on even years
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7.50 to $13.50; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.45; Lunch: $2; Dinner: $2.75
Liquor: Served in hotel except Sundays, when only wine is served
Air Conditioning: 3 banquet and meeting rooms, bedrooms and suites
Charges for Banquet & Mtg. Rms.: $10, $15 and $37.50
Net Exhibit Space: 4,554 sq. ft. on one floor
Visual Aids Available: Blackboard, 2 screens
Other Equipment Available: PA system, spotlights
Parking: $1.29 overnight in garage; 75c on lot.

NEW ORLEANS

Railroads: Ill. Cent.; G.M. & O.; L. & A.; Gulf Coast Lines; So. Pac.; L. & N.; La. So.; M.P.; N.O. & N.E.; N.O. & L.C.; T. & P.
Airlines: BNF, EAL, NAL, DEL-C&S, PAA, TACA, CAP, SOU

CONVENTION BUREAU

Convention & Visitors Bureau
315 Camp St. (5)
Charles Genella, Director

AUDITORIUM

Municipal Auditorium

1201 St. Peter St. (RAymond 8441)
Manager: W. Ray Schevering
Exhibit Areas: Arena, 32,250 sq. ft.; Annex, 26,408 sq. ft.
Rental Fees: Arena, $660 per day; Auditorium, $495 per day; Concert Hall, $330 per day; Annex, $385 per day; half of Annex, $211.75 per day
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Arena, air conditioned
Ceiling Height: Arena, 66 ft.; Annex, 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Arena, 10 ft. by 10 ft. 9 in.; Annex, 12 ft. 8 in. by 13 ft. 4 in.
Elevators and Capacities: Two passenger; one freight, 10,000 lbs.
Columns: None in Arena; 14 in. columns on 17 ft. and 21 ft. centers in Annex
Utilities: AC current, 3 phase, 4-wire distribution, 220 volts; gas, water
Loading Facilities: Hand truck; railroad siding
Storage Areas: Annex
Meeting Rooms and Capacities: First, second and third floors—50 to 500
Facilities for Food Functions: Can be installed to serve banquet of 2,000
Parking Facilities: Directly across from building
Distance from Business District: 7 blocks

Jung Hotel (HSMA)

See Advertisement, Page 84

1500 Canal St. (Phone: MA 4471)
Manager: Ray Cantrell
Director of Sales: Emmett J. Bieger
Convention Season: All year, except Sugar Bowl —Dec. 29 to Jan. 1, and Mardi Gras
Largest Group Accommodated: 1,500 (600 rooms and 40 suites available)
Convention Rates: Single: from $7; Double: from $10; Twin: from $11; Suites: from $23
No. Mtg. Rms. & Capacity of Largest: 12 (1,500)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms when used for business sessions by conventions.
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.85 per day plus 3% sales tax

LOUISVILLE, KY.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-SEELBACH

New member of the Sheraton family — on Louisville's busiest corner. All rooms air-conditioned. Ballroom seats 950 persons — 17 other meeting and banquet rooms accommodating up to 800 people.

500 rooms

R. J. YOCUM, *General Manager*

EAST
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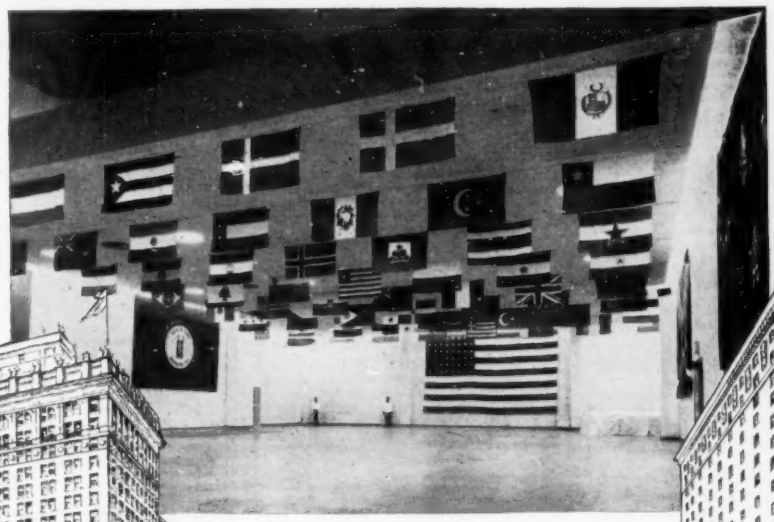
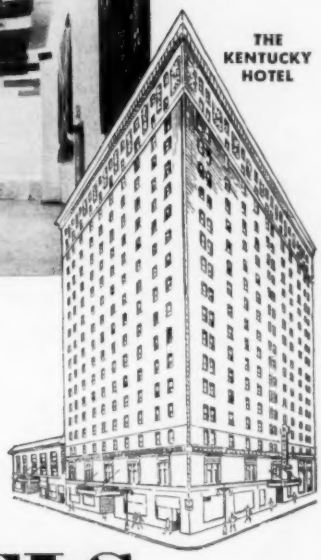
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Louisville's BROWN and KENTUCKY Hotels



KENTUCKY HOTEL FLAG ROOM
7800 square feet will accommodate 1500 for meetings, 1100 for food service.

THE BROWN HOTEL



THE KENTUCKY HOTEL

TWO GREAT HOTELS

IN ONE CENTRAL CITY!

WITH the construction of two tremendous additions, the Kentucky Hotel now ranks with its sister organization, the famous Brown, among the Nation's *great* convention hotels.

The Kentucky's entire second floor — all 20,000 square feet of it, seating 2500 people — is available for meetings, banquets, etc. At the stately Brown, the magnificent Crystal Ballroom *alone* offers a seating capacity of 1500. If your convention needs are greater than either hotel can meet, singly, *both* hotels can combine their facilities to serve you.

Two great hotels — in a city with both atmosphere *and ideal location,* almost exactly at the Nation's *center of population.*

Get detailed facts. Write for the blueprint booklets shown below.

THESE BLUEPRINTS AND PICTURES ARE WORTH A THOUSAND WORDS

The Brown Hotel
Louisville, Kentucky

Without obligation, please send me the Brown and Kentucky Hotel Factbooks as advertised in Sales Meetings for November.

Name_____

Organization_____

Address_____

City_____ State_____

LOUISIANA

New Orleans continued

New Hotel Monteleone (HSMA)
214 Royal St. (Phone: Magnolia 3341)

Manager: A. F. Spatafora
Convention Season: Apr. to Oct.
Largest Group Accommodated: 200 (100 rooms and 5 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $14; Suites: $21 to $31
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: 45c to $2.35; Lunch: 75c to $2.25; Dinner: $1.50 to $2.85
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Small room—$15 to $35 per day, large room—$35 per day, plus 3% tax
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.55 for 24 hours, lot $1.03

The Pontchartrain Hotel (HSMA)
2031 St. Charles Ave. (Phone: Tu 0581)

Manager: E. Lysle Aschaffenburg
Sales Manager: J. Albert Lyle
Convention Season: May to Dec.
Largest Group Accommodated: 25 (10 rooms and suites available)
Convention Rates: Single: $7.50 to $12; Double: $11 to $18; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Rates for Meals: Breakfast: $1; Lunch: $1.75; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screen
Parking: $1 per night

Roosevelt Hotel (HSMA)
123 Baronne St. (Phone: Magnolia 2371)

Manager: A. C. Bellande
Sales Manager: Al Bourgeois
Convention Season: All year, except Sugar Bowl and Mardi Gras period
Largest Group Accommodated: 1,000 (500 rooms and 45 suites available)
Convention Rates: Single: $7 to $9; Double: $9 to $12; Twin: $14 and $15; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 11 (2,500)
No. Banquet Rms. & Capacity of Largest: 11 (1,500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 22,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2.06 for 24 hours, in and out service

St. Charles Hotel (HSMA)
See Advertisement, Page 63
St. Charles Ave. (Phone: Raymond 8881)

Manager: John J. O'Leary
Convention Season: All year except Dec. 30 to Jan. 1 or Mardi Gras Period
Convention Rates: Single: $5 to $8; Double: $8 to $10; Twins: $13 to $16; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.25; Dinner: from $2.75
Liquor: Served in hotel
Charges for Banquets & Mtg. Rms.: $10.00 up
Net Exhibit Space: 5,955 sq. ft.
Air Conditioning: Entire hotel
Other Equipment Available: PA system, spotlights
Parking: $1.50 for 24 hours

SHREVEPORT

Railroads: I.C.; K.C.S.; L. & A.; St. L.S.W.; S. P.; T. & P.
Airlines: BNF, DEL-C&S

Captain Shreve Hotel
Market & Travis Sts. (Phone: 2-9351)
Manager: O. L. Dauterive
Sales Manager: Carl Johnston
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 50 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $12; Suites: $12 to $45
No. Mtg. Rms. & Capacity of Largest: 7 (325)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 90c; Lunch: from 95; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $25 to $125
Other Equipment Available: PA system, spotlights, stage (8' x 16')
Parking: $1.25 for 24 hours

Washington Youree Hotel
Edward & Travis (Phone: 2-2121)
Manager: Alb. L. Dietz
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms and 18 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (o00)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: from $8
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

MAINE

BANGOR

Railroads: M.C.
Airlines: NEA

CONVENTION FACILITIES?.. CHECK THE JUNG

HOTEL ——— New Orleans

AN Affiliated National Hotel

1200 guest rooms: 12 excellent meeting rooms, each with public address system; huge Tulane Room accommodates up to 2,000 persons, features massive service elevator and stage; completely air conditioned, television and radios, dinner room with name orchestras, beautiful cocktail lounges, experienced convention staff. Color brochure on request

The South's Largest and Finest Convention Hotel

AFFILIATED NATIONAL HOTELS

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DISTRICT OF COLUMBIA
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LOUISIANA
JUNG HOTEL ..... New Orleans
HOTEL DESOTO ..... New Orleans
NEBRASKA
HOTEL PAXTON ..... Omaha
NEW MEXICO
HOTEL CLOVIS ..... Clovis
SOUTH CAROLINA
HOTEL WADE HAMPTON ..... Columbia

TEXAS
HOTEL STEPHEN F. AUSTIN ..... Austin
HOTEL BROWNWOOD ..... Brownwood
HOTEL BAKER ..... Dallas
HOTEL TRAVIS ..... Dallas
HOTEL CORTEZ ..... El Paso
HOTEL BUCCANEER ..... Galveston
HOTEL GALVEZ ..... Galveston
HOTEL JEAN LAFITTE ..... Galveston
CORONADO COURTS ..... Galveston
HOTEL PLAZA ..... Laredo
HOTEL LUBBOCK ..... Lubbock
HOTEL FALLS ..... Marlin
HOTEL CACTUS ..... San Angelo
HOTEL MENGER ..... San Antonio
ANGELES COURTS ..... San Antonio
VIRGINIA
HOTEL MOUNTAIN LAKE ..Mountain Lake
HOTEL MONTICELLO ..... Norfolk

TELEPHONE
NEW YORK—Murray Hill 66990
CHICAGO—Mohawk 42100
WASHINGTON—Executive 36481
MEXICO CITY—10-4800

Bangor Municipal Auditorium

100 Dutton St. (Phone: 2-9000)
Manager: Paul V. Brown
Exhibit Areas: 15,000 sq. ft.
Ventilation: Blowers
Ceiling Height: 45 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 22 ft. high
Columns: None
Parking Facilities: 3,000 cars
Distance from Business District: 1/3 mile

Bangor House

174 Main St. (Phone: Bangor 7321)
Manager: H. W. Chapman
Convention Season: All year
Largest Group Accommodated: 125 (75 rooms available)
Convention Rate: Single: $3.75 to $5.75; Double: $5.50 to $11; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 75c to $2; Dinner: $2.25 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $7.50 to $50
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1
Sports Facilities: Golf, Tennis, Bowling

GREENVILLE JUNCTION

Railroads: B. & A.; C.P.R.

Squaw Mountain Inn (HSMA)

(Phone: Greenville 10)
Manager: Mr. Fred C. Lessing
Convention Season: June 15 to July 15, Aug. 15 to Sept. 15
Largest Group Accommodated: 200 (101 rooms and 6 suites available)
Convention Rates: $10 to $12 per person, American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $2.75 to $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,340 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Boating, Fishing, Tennis, Golf, Mountain Climbing

KENNEBUNKPORT

Railroads: B. & M.

The Colony Hotel

(Phone: K'port 7-3331)
President: Geo. M. Boughton
Convention Season: June 15 to July 1, Labor Day to Sept. 15
Largest Group Accommodated: 100 (125 rooms available)
Convention Rates: Single: $10 to $14; Double: $16 to $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2862 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Fishing

POLAND SPRINGS

Railroads: To Danville Jct. Maine Cent.

Poland Spring Hotel

(Phone: Poland, Maine 30)
Manager: Charles Conner
Sales Manager: Daniel A. Barry, Jr.
Convention Season: Mid-May to Mid-Oct., except last two weeks of July and first two weeks of Aug.
Largest Group Accommodated: 500 (14 suites available)
Convention Rates: Single: $19; Double: $30; Suites: add $15 to room. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 13 (450)
No. Banquet Rms. & Capacity of Largest: 1 (800)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 300 sq. ft. on one floor
Visual Aids Available: 16mm sound or silent movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for garage
Sports Facilities: Golf, Tennis, Horseshoes, Shuffleboard, Archery, Lake swimming in season, Putting, Croquet, Badminton, Trap Shooting

PORTLAND

Railroads: B. & M.; M. C.; G. T.
Airlines: NEA

The Eastland Hotel

157 High St. (Phone: Portland 2-5411)
Manager: Franklin K. Pierce
Convention Season: All year
Large Group Accommodated: 600 (400 rooms available)
Convention Rates: Single: $5.75; Double: $9.75
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: 75c to $1; Lunch: $1.50 to $2.50; Dinner: $1.50 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 7,056 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Garage—$1.25; Lot—75c

Lafayette Hotel (HSMA)

638 Congress St. (Phone: 3-6441)
Manager: Richard H. Pew
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: $5.50 to $7.25; Double: $8.50 to $11.25; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if meal served, or group has headquarters at hotel.
Net Exhibit Space: 2,160 sq. ft. on two floors
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—$1 overnight
Sports Facilities: Golf, Deep-sea fishing, Swimming

RANGELEY

Railroads: B & M
Airlines: NEA

Rangeley Lakes Hotel

(Phone: Rangeley 1 or 9)
Manager: Morel L. Paterson
Convention Season: June, Sept.
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $12; Double: from $24. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 12,000 sq. ft. on one floor
Visual Aids Available: 35mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Putting, Fishing, Swimming, Private Beach

ROCKLAND

Railroads: Maine Cent.
Airlines: NEA

Samoset Hotel

(Phone: Rockland 280)
Manager: Larry Borsten
Sales Manager: Earl Duffy
Convention Season: June to Sept. (mostly during June and Sept.)
Largest Group Accommodated: 300 (150 rooms and 25 suites available)
Convention Rates: Single: $18; Double: $30 to $32; Parlors: $12. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3; Dinner: from $4.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,944 sq. ft. on one floor
Visual Aids Available: Blackboards, 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage; free on grounds
Sports Facilities: Golf, Tennis, Swimming (ocean and pool), Sailing, Fishing

WINTER HARBOR

Railroads: PRR, MC
Airline: NEA

Grindstone Inn

(Phone: 80)
Manager: Edward G. Flather, Jr.
Convention Season: Large groups June 25 to July 15, and after Aug. 25. Small groups accepted from June 25 to Sept. 15
Largest Group Accommodated: 100 (60 rooms and 5 suites available)
Convention Rates: Single: $14; Double: $26; Suites: $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast $1.50; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Sailing, Fishing

YORK

Railroads: B. & M.

The Marshall House & The Emerson House

(Phone: York, Me. 300)
Manager: Robert L. Simpson
Convention Season: June and Sept.
Largest Group Accommodated: 400 (246 rooms and 9 suites available)
Convention Rates: Single: $16; Double: $29; Parlors: additional $12 to $15. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 14 (425)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,600 sq. ft. on one floor
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1
Sports Facilities: Beach, salt water pool, Tennis, Putting, Golf, Boating, Fishing, Shuffleboard, Softball

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MARYLAND

BALTIMORE

Railroads: Penna.; Balt. & O.; West Md.; Bal. & Am. El.; M. & P.
Airlines: AAL, EAL, CAI, CAP, NAL, TWA, UAL, AAA, DAL

Emerson Hotel (HSMA)

Baltimore & Calvert Sts. (Phone: MUlberry 5-4400)
Vice Pres. & Gen. Mgr.: Otis G. Clements
Manager: George A. Scharf
Asst. Manager: Kemp C. Gatling
Convention Season: All year
Largest Group Accommodated: 1,200 (325 rooms and 17 suites available)
Convention Rates: Single: $6 to $9.50; Double: $9 to $11; Suites: $20

MARYLAND
Baltimore continued

No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Rates for Meals: Breakfast: from 75c; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $35 to $450
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 8 hours
Sports Facilities: Major League Baseball, Football, Wrestling

Lord Baltimore Hotel (HSMA)
Baltimore & Hanover Sts. (Phone: Lexington 9-8400)
Manager: H. Nelson Busick
Sales Manager: G. Sanford Core
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 20 suites available)
Convention Rates: Single: $5.50 to $10.50; Double: $8.50 to $13.50; Twins: $9 to $15; Suites: $16.50 to $24
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: $2; Lunch: $2 to $5; Dinner: $3.50 to $7.50
Liquor: Served in hotel
Air Conditioning: 500 bedrooms, banquet halls and meeting rooms
Charges for Banquet and Meeting Rooms: Depends on number of bedrooms used. Exhibit Space: 4c per sq. ft.
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night, $2 for 24 hours

Sheraton-Belvedere (HSMA)
See Advertisement, Page 7
Charles & Chase Sts. (Phone: Mulberry 5-1000)
General Manager: Albert S. Fox
Sales Manager: A. Russell Phillips
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms and 6 suites available)
Convention Rates: Single: $6.85 to $13.50; Double: $9.85 to $13.35; Twins: $12.35 to $17; Suites: $15 to $24
No. Mtg. Rms. & Capacity of Largest: 9 (850)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from $1; Lunch: $2.75; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Smaller meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served in room
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Screen, Closed circuit TV
Other Equipment Available: PA system, spotlights
Parking: 35c first hour, 75c day to 6 PM, $1.25 overnight

Southern Hotel
Light & Redwood Sts. (Phone: Saratoga 7-1600)
Manager: Harold I. Fink
Sales Manager: Albert W. Eldridge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 10 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $8 to $10; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 22 (1,000)
No. Banquet Rms. & Capacity of Largest. 22 (500)
Rates for Meals: Breakfast: 75c; Lunch: $1.25; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Min. of $10
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight

THE WORLD-RENOWNED SHERATON PLAZA is the ideal setting for any convention. The magnificent Ballroom accommodates 1600 for meetings, 1200 for dinners. Various other function rooms accommodate anywhere from 10 to 400 people. Merry-Go-Round Bar is world-famous. All rooms with TV.

450 rooms
DAN NYBOE, *General Manager*
WM. BOWMAN, *Convention Manager*
WILLIAM N. FIELD, *Sales Manager*

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON
THE PROUDEST NAME IN HOTELS

MASSACHUSETTS

AMHERST
Railroads: C. V.; B. & Me.

The Lord Jeffrey
Boltwood Ave. (Phone: ALpine 3-2576)
Manager: Norman M. Enman
Convention Season: All year, except June 1 to 15, Sept. 1 to Nov. 15
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: $5 to $8; Double: $9 to $12
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: a la carte; Lunch: from $1.25; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1.50 in garage
Sports Facilities: Golf, Fishing

BOSTON
Railroads: B. & M.; N.Y.C.; N.Y., N.H. & H.
Airlines: AAL, EAL, TWA, UAL, NEA, PAA, TCA

CONVENTION BUREAU
Convention & Tourist Bureau
80 Federal St. (10)
E. C. Sherry, Manager

AUDITORIUMS

Boston Garden
North Station (Cap 7-3200)
Manager: Walter A. Brown

Exhibit Areas: Arena, 26,730 sq. ft.; Exhibition Hall, 42,350 sq. ft.
Rental Fees and Services: Exhibit Hall and Garden, $3,500 per day, no services included
Floor Load: 200 lbs. per sq. ft.
Ventilation: Rotary fans and blowers
Ceiling Height: Exhibition Hall, 16 ft.; Arena, 68 ft.
P. A. System: Excellent
Dimensions, Opening to Exhibit Hall: 17 ft. 6 in. high by 14 ft. 6 in. wide
Elevators and Capacities: One, 3,000 lbs.
Columns: None on Arena floor
Utilities: AC and DC current, gas, steam, water
Loading Facilities: Ramp from railroad into exhibition hall
Storage Areas: Ample
Meeting Rooms: In hotel adjoining
Facilities for Food Functions and Banquet Capacity: Complete facilities for 1,500 banquet
Parking Facilities: Ample
Distance from Business District: In heart of commercial district

Mechanics Building

111 Huntington Ave. (Ken 6-5118)
Manager: George Laing
Exhibit Areas: Exhibition Hall, 40,000 sq. ft.; Grand Hall, 33,000 sq. ft.; Mezzanine Area, 20,000 sq. ft.; basement, 30,000 sq. ft.
Rental Fees: $1,200 per day, no charge for move-in and move-out
Floor Load: 125-150 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 22 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 24 ft. by 18 ft.
Columns: 20-ft. centers, 10 in. sq.
Utilities: AC and DC current, gas, water
Loading Facilities: Ramp to Exhibition Hall level; railroad siding adjoining building
Storage Areas: Basement, 25,000 sq. ft.
Meeting Rooms and Capacities: One, 500; one, 400; one, 300; one, 100; Grand Hall, 5,000
Facilities for Food Functions: Can handle banquet of 2,500
Parking Facilities: 500-car lot in rear of building
Distance from Business District: Six blocks from hotels

Bradford Hotel (HSMA)

275 Tremont St. (Phone: HA 6-1400)
Manager: Robert N. Appleton
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Single $6.50 to $8; Double: $9.50 to $13.50; Suites: $16 to $20
No. Mtg. Rms. & Capacity of Largest: 14 (2300)
No. Banquet Rms. & Capacity of Largest: 14 (1,500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 (in function rooms) Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.75 (in public rooms)
Liquor: Served in hotel
Air Conditioning: 85% of public space, 10% bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 22,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 in garage, including pickup and delivery; $1.50 for 24 hours outside parking lot

Hotel Kenmore

490 Commonwealth Ave. (Phone: KEnmore 6-2770)
Manager: William T. Bigler
Sales Manager: C. Vance MacDonough
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 10 suites available)
Convention Rates: Double: $10 to $15; Suites: $17 to $24
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 12 (380)
Rates for Meals: Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $175
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 per day in garage; $1 on lot

Manger Hotel

North Station (Phone: CA 7-2600)
Manager: Frank J. Hanley
Sales Manager: Miss Annabel Frank
Convention Season: All year
Largest Group Accommodated: 300 (350 rooms available)
Convention Rates: Single: $6; Double: $8.50,
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Rates for Meals: Breakfast: from 35c; Lunch: from 99c; Dinner: from $1.35
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $8 to $10
Net Exhibit Space: 8,426 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per night, including pickup service
Sports Facilities: Hockey, basketball, tennis

Parker House (HSMA)

60 School St. (Phone: CA 7-8600)
Manager: William M. Fitzgerald
Sales Manager: John E. Pacheco
Convention Season: All year
Largest Group Accommodated: 400 (650 rooms and 5 suites available)
Convention Rates: Single: $6 to $9; Double: $11.50 to $14.50; Suites: $22 to $25
No. Mtg. Rms. & Capacity of Largest: 16 (400)
No. Banquet Rms. & Capacity of Largest: 16 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,312 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: $2.50 per night—pickup and delivery

Sheraton Plaza Hotel (HSMA)

See Advertisement, Page 86

138 St. James St. (Phone CO 7-5300)
Manager: H. de Fine Nyboe
Sales Manager: William N. Field
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 15 suites available)
Convention Rates: Single: $6.85; Double: from $11.50; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 12 (1600)
No. Banquet Rms. & Capacity of Largest: 12 (1200)
Rates for Meals: Breakfast: from $2; Lunch: from $2.75; Dinner: from $4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $650
Net Exhibit Space: 17,845 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (28' x 16')
Parking: $1.75 per night in garage; 75c 6 hours in lot

Hotel Somerset (HSMA)

400 Commonwealth Ave. (Phone: Ke 6-2700)
Manager: Paul Sonnablend
Sales Manager: Earl G. Duffy
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms and 25 suites available)
Convention Rates: Single: $8 to $12; Double $12 to $17; Suites: $20 to $46
No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (850)
Rates for Meals: Breakfast: $2.25; Lunch: $2.75; Dinner: $4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and many bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 22,065 sq. ft. on one floor
Visual Aids Available: Movie screen, easels, blackboards
Other Equipment Available: PA system, spotlights, stage (20' x 35')
Parking: $1.50 overnight
Sports Facilities: Swimming, Golf Course

Statler Hotel (HSMA)

Park Square (Phone: HAncock 6-2000)
Gen. Manager: D. B. Stanbro
Sales Manager: F. W. Potts
Convention Season: All year
Largest Group Accommodated: 1,520 (600 rooms and 35 suites available)
Convention Rates: Single: $7 to $12; Double: $12 to $16; Suites: $30.50 to $35.50
No. Mtg. Rms. & Capacity of Largest: 11 (1,520)
No. Banquet Rms. & Capacity of Largest: 11 (1,450)
Rates for Meals: Breakfast: 65c to $1.40; Lunch: 90c to $2.10; Dinner: $1.65 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all public rooms and 50 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 19,124 on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

Hotel Touraine (HSMA)

62 Boylston St. (Phone: Hancock 6-3500)
Manager: Thomas J. Walsh
Sales Manager: Miss Miriam E. Knox
Convention Season: All year
Largest Group Accommodated: 200 (175 rooms and 16 suites available)
Convention Rates: Single: $6 to $8; Double: $8.50 to $12; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (425)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 95c to $2.50; Dinner: $1.85 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $25 to $200
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

BROOKLINE

Railroads: N.Y.C.

Beaconsfield Hotel

1731 Beacon St. (Phone: ASpinwall 7-6800)
Manager: Roderick E. Bassett
Sales Manager: Samuel J. Lagrott
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms and 2 suites available)
Convention Rates: Single: $6.50; Double: $9.50
No. Mtg. Rms. & Capacity of Largest: 10 (275)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.25; Dinner: from $2.95
Liquor: Served in hotel
Air Conditioning: 3 banquet and meeting rooms, and 22 bedrooms
Charges for Banquet and Mtg. Rms.: $10 and $100
Net Exhibit Space: 1,950 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: free facilities
Sports Facilities: Golf, Tennis

GREENFIELD

Railroads: B. & M.

Hotel Weldon

(Phone: Prescott 3-5431)

MASSACHUSETTS

Greenfield continued

Manager: Clark A. Cantlin
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Convention Rates: Single: $5; Double $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from 65c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 and $10
Net Exhibit Space: 2,000 sq. ft.
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf

Roger Smith Hotel

See Advertisement, Page 87

69 Suffolk St. (Phone: JEfferson 2-1414)
Manager: Robert C. Whitcomb
Convention Season: All year
Largest Group Accommodated: 200 (134 rooms available)
Convention Rates: Single: $4 to $8; Double: $6.50 to $11.25
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates of Meals: Breakfast: from 35c; Lunch: from 65c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: 35c overnight

LENOX

Railroads: N.Y. N.H. & H.

Curtis Hotel (HSMA)

(Phone: Lenox 510)
Manager: George A. Turain
Convention Season: May 28 to July 25, Aug. 17 to Oct. 15
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: $5.50 per person, EP; $12.50 per person, AP.
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Polo, Horseback riding

MAGNOLIA

Railroads: B. & M.

Oceanside Hotel (HSMA)

(Phone: Magnolia 1500)
Manager: Jerome W. Saphirstein
Sales Manager: Adele Myerson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: $14 per person American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $1.75; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Net Exhibit Space: 6,000 sq. ft.
Visual Aids Available: 35 mm. projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Putting green, Private beach, Fishing, Sailing, Golf

NORTHAMPTON

Railroads: B. & M.; N.Y., N.H. & H.

Hotel Northampton and Wiggins Old Tavern

36 King St. (Phone: JU 4-3100)
Manager: J. H. Sylvia
Sales Manager: Frank H. Maloney
Convention Season: All year, except first two weekends in June, last weekend in April, third weekend in June
Largest Group Accommodated: 200 (115 rooms and 7 suites available)
Convention Rates: Single: $6 to $11; Double: $10 to $19; Suites: $25 to $35
No. Mtg. Rms. & Capacity of aLrgest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: 65c to $1.85; Lunch: 95c to $2.50; Dinner: from $2.65
Liquor: Served in hotel.
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, portable stage (30' x 12')
Parking: $1.50 in garage; no charge on lot
Sports Facilities: Golf, Swimming, Fishing

NORTH FALMOUTH

Railroads: N.Y., N.H. & H.

The Treadway Inn at Coonamesset (HSMA)

(Phone: Cataumet 1045)
Manager: James E. Clark
Sales Manager: David F. Treadway
Convention Season: May 25 to Oct. 15, Sept. 1-July 1.
Largest Group Accommodated: 100 (25 rooms and 20 suites available)
Convention Rates: Single: $18; Double: $15; Suites: $19 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (65)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2 to $3; Dinner: $3 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,900 sq. ft. on one floor
Visual Aids Available: Motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilites: Golf, Tennis, Horseback riding, Swimming, Boating, Fishing, Water Sports

PITTSFIELD

Railroads: N.Y.C.; N.Y., N.H. & H.

Wendell-Sherwood Hotel (HSMA)

8 South St. (Phone: 4511)
Manager: William H. Clifford
Sales Manager: A. Johst
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 9 suites available)
Conventoin Rates: Single: $7.50; Double: $11.50; Suites: $25 to $35
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: $1.10; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and mtg. rms., 50 bedrooms
Chgs. for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1.50
Sports Facilities: Golf, Swimming, Fishing, Horseback Riding, Tennis, Boating nearby.

SOUTH LEE

Railroads: N.Y., N.H. & H.

Oak N' Spruce (HSMA)

(Phone: Lee 795)
Manager: Frank J. Prinz
Convention Season: May to Nov., Dec. to Apr.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: from $9; Double: from $18. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: from 95c; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel.
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: 35mm slide projector, 16mm sound film, screen
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilites: Swimming pool, Tennis, Golf, Skiing, Horseback riding, Fishing, Hunting

SPRINGFIELD

Railroads: N.Y., N.H. & H.; B. & M.; N.Y.C.
Airlines: AAL, NEA, EAL, UAL

AUDITORIUMS

Industrial Arts Building, Eastern States Exposition

Memorial Avenue (Phone: REpublic 3-5101)
Manager: Adrian L. Potter
Exhibit Areas: 123,000 sq. ft. on one level
Rental Fees and Services: $500 per day of actual use; no services included
Floor Load: Unlimited
Ventilation: Ventilating monitors
Ceiling Height: 22 ft., 18 ft. clearance
Dimensions, Opening to Exhibit Hall: 8 doors at ground level, 11 ft. by 11 ft., one door, 14 ft. high
Columns: 10 ft. by 10 ft., located 24 ft. apart in one direction and 45 ft. in other direction
Utilities: 110 v, 220 v AC, gas, water, drainage
Loading Facilities: Railroad siding near building
Storage Areas: 30 ft. by 30 ft. in building, limitless capacity in nearby buildings
Meeting Rooms and Capacities: Little Theatre seating 300, two seating 60 each
Facilities for Food Functions: Caterer available
Parking Facilities: 150 acres
Distance from Business District: Two miles

Springfield Municipal Auditorium

Court Street (Phone 6-2711)
Manager: City Property Committee
Exhibit Areas: Main floor, 8,100 sq. ft.; basement, 6,000 sq. ft.

SPRINGFIELD, MASS.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON -KIMBALL

AIR-CONDITIONED BALLROOM ACCOMMODATES 600
SIX OTHER AIR-CONDITIONED FUNCTION ROOMS for from 15-250 persons. 400 guest rooms. Entire hotel completely redecorated and refurbished.

COOLIDGE PEVERLEY
General Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1958
AKRON
INDIANAPOLIS
FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Rental Fees and Services: Varies between $33 and $450 per day, depending on event. Average convention group pays $65 a day plus $50 a day for janitor service.
Floor Load: Average ,**Ventilation:** Exhaust system
Ceiling Height: 50 ft. **P.A. System:** Rented; 3-hour minimum $8.33
Opening to Exhibit Hall: Five double doors
Elevators and Capacities: One freight elevator, 7 tons
Columns: 22 columns, 2 ft. diameters, 25 ft. and 27 ft. centers
Utilities: AC and DC current, gas, steam, water, compressed air
Loading Facilities: Ramp to elevator
Storage Areas: In basement
Meeting Rooms and Capacities: Main floor seats 1,424; balcony, 920; gallery, 874; 4 rooms seat 40 each; Mahogany Room, 200; basement, 800
Facilities for Food Functions: Facilities for banquet of 1,000
Parking Facilities: Limited
Distance from Business District: In heart of business district

Highland Hotel

28 Hillman St. (Phone: 4-2141)

Manager: Walter Schwartz
Sales Manager: Thomas Sophinos
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 6 suites available)
Convention Rates: Single: $3.50; Double: $9; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: from 65c; Lunch: from $1.25; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screen and projector
Other Equipment Available: Spotlights
Parking: $1

Shelton Hotel

70 Chestnut St. (Phone: 4-3141)

Manager: Ralph Montminy
Sales Manager: Walter Wolfson
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 18 suites available)
Convention Rates: Single: $5.85; Double: $10.85; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 6 (274)
No. Banquet Rms. & Capacity of Largest: 6 (275)
Rates for Meals: Breakfast: from 50c; Lunch: from 75c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: variable
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Movie screens, projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Tennis courts, Country Clubs, Parks

Sheraton-Kimball Hotel

See Advertisement, Page 88

140 Chestnut St. (Phone: 2-1121)

Manager: Coolidge Peverley
Sales Manager: Joseph D. Price
Convention Season: All year
Largest Group Accommodated: 650
Convention Rates: Single: from $5.85; Double: from $9.85; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 4 (425)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: 1 banquet and meeting room
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 in garage, free outdoors
Sports Facilities: Bowling, Golf

STOCKBRIDGE

Railroads: N. Y., N. H. & H.

Red Lion Inn

(Phone: 46)
Manager: Byrne Bauer
Convention Season: All year except mid-July to mid-August weekends
Largest Group Accommodated: 100 (80 rooms and 6 suites available)
Convention Rates: Single: from $10; Double: from $20; Parlors: from $8. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (100)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 60c to $2; Lunch: 95c to $2.50; Dinner: $2.75 to $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,800 sq. ft. on one floor
Parking: $1 per night in garage
Sports Facilities: Golf, Tennis, Swimming, Fishing, Boating

STURBRIDGE

Railroads: Putnam Ct.

Publick House (HSMA)

Sturbridge Common (Phone: Dickens 73-314)

Manager: Mrs. Louise Coggeshall
Sales Manager: David F. Treadway
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $14.50; Double: $29; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (100)
No. Banquet Rms. & Capacity of Largest: 6 (100)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.75 to $4.50; Dinner: $3.75 to $5.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities

SWAMPSCOTT

Railroads: B. & M.

New Ocean House

216 Puritan Rd. (Phone: Lynn 2-6500)

Manager: Clement Kennedy
Convention Season: Apr., May, June, Sept., Oct.
Largest Group Accommodated: 800 (300 rooms and 20 suites available)
Convention Rates: Single: from $13; Double: from $23. Prices for American Plan.
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $3.50
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage
Sports Facilities: Swimming, Tennis, Golf, Quoits, Private Beach, Ping pong

TAUNTON

Railroads: N.Y., N.H. & H.

Taunton Inn (HSMA)

Spring & Summer Sts. (Phone: 4-7574)

Manager: J. Edward Downes
Convention Season: All year except July and Aug.
Largest Group Accommodated: 300 (100 rooms and 10 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 99c; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Visual Aids Available: Screen and projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf

WINCHENDON

Railroads: N.Y.C.; B. & M.

Toy Town Tavern (HSMA)

(Phone: Winchendon 220)

Manager: John A. McIlhenny
Sales Manager: David F. Treadway
Convention Season: May to late June, Sept. and Oct.
Largest Group Accommodated: 100 (55 rooms and one suite available)
Convention Rates: Single: $11.50 to $13.50; Double: $25; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75 to $2.50; Dinner: $3.25 to $4.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Visual Aids Available: Blackboard, projector, easel, screen
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities
Sports Facilities: 18-hole golf course, Swimming, Tennis, Shuffleboard, Putting green

WORCESTER

Airlines: Northeast; Mohawk
Railroads: N.Y.C.; B. & M.; N.Y., N.H. & H.

AUDITORIUM

Worcester Memorial Auditorium

Lincoln Square (Phone: PLeasant 2-6703)

Manager: Frank G. Kronoff
Exhibit Areas: Main Hall, 18,000 sq. ft.; Basement: 10,000 sq. ft.
Rental Fes and Services: Trade shows or expositions, $3,500 per seven operating days, including one set-up day and one pull-down day. Electrician, stagehand, P.A. system operator, janitor
Ceiling Height: 70 ft. in Main Hall; Basement, 11 ft.
Dimensions, Opening to Exhibit Hall: 9 ft. by 9 ft.
Elevators and Capacities: Platform elevator, 57 ft. by 14 ft.
Columns: Balcony overhangs Main Hall 30 ft. on three sides
Utilities: Lighting, water, heat
Storage Areas: 2,000 sq. ft. in Basement
Meeting Rooms and Capacities: One—120; seven—49; Little Theatre—704; two—100
Facilities for Food Functions: Banquet for 1,600
Parking Facilities: Metered lots for 200 cars
Distance from Business District: ½ mile

MICHIGAN

CHARLEVOIX

Railroads: Pere Marquette; PRR
Airlines: CAP to Pellston & Traverse City

Charlevoix Beach Hotel

105 W. Dixon Ave. (Phone: Liberty 7-6551)

Manager: E. L. Kramer
Convention Season: June to Sept. 15
Largest Group Accommodated: 300 (200 rooms and some suites available)
Convention Rates: Single: $16; Double: $14; Suites: $10 to $15. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Riding, Tennis, Shuffleboard, Fishing, Swimming

DEARBORN

Railroads: D.T. & I.; N.Y.C.; Penna.; Wabash

The Dearborn Inn

20301 Oakwood Blvd. (Phone: LOgan 5-3000)

Manager: Richard D. McLain
Sales Manager: Donald E. Jankura
Convention Season: All year
Largest Group Accommodated: 75 (30 rooms and 2 suites available)
Convention Rates: Single: $7.50 to $12; Double: $11 to $16; Suites: $30
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: to $1.75; Lunch: to $3.50; Dinner: to $5.50. Prices for regular dining rooms. Banquet prices depend upon menu.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,400 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free outdoor facilities. $2 per day in heated garage
Sports Facilities: Golf, Swimming, Horseback riding nearby, Tennis at hotel

MICHIGAN
continued

DETROIT

Railroads: B. & O.; C.P.; D. & T. Sh. L.; D.T.; N.Y.C.; G. Tk.; C. & O.; Penna.; Waz.; D.T. & I.; Str.
Airlines: AAL, TWA, UAL, EAL, DAL, CAP, NWA, NAL

CONVENTION BUREAU
Detroit Convention & Tourist Bureau
626 Book Bldg. (26)
Herbert E. Boning, Jr., Exec. Vice President

AUDITORIUMS

Convention and Exhibits Building

Veterans Memorial Bldg. (Phone: WO 3-5500)
(under construction; available July 1, 1959)
Exhibit Areas: Halls A, B, & C: One hall, 300,000 sq. ft., divided by rising partition into three halls, 100,000 sq. ft. each. Hall D, 100,000 sq. ft.
Floor Load: Halls A, B, C, 400 lbs. per sq. ft. Hall D, 600 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Halls A, B, & C, 30 ft.; Hall D, 20 ft. **PA System:** Available
Dimensions, Opening to Exhibit Hall: 14 ft., 3 in. high by 20 ft. wide
Columns, Locations and Dimensions: Halls A, B, & C, 10 columns, 5 ft. by 5 ft., 120 ft. apart and 90 ft. from side walls. Hall D, 3 ft. by 3 ft. columns with 60 ft. bays
Current and Utilities Available: 110, 220, 440 AC, gas, water, drain
Loading Facilities: Ramps and escalators, truck drive-in, docks
Locations, Size of Storage Areas: 90,000 sq. ft. on lower level
Number of Meeting Rooms and Capacities: 30 rooms, 80 to 5,000; Arena, 14,000
Facilities to Handle Food Functions: Can handle banquet for 3,000
Parking Facilities: 1,100 cars on roof, 560 in building, 4,500 in area
Distance from Business District: In business district

Masonic Temple
500 Temple (Temple 2-7100)
Manager: C. W. Van Lopik
Exhibit Areas: 42,000 sq. ft.
Rental Fees: On Application
Floor Load: 150 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 14 ft. to 20 ft.
P. A. System: Available
Elevator and Capacity: One freight, 5,000 lb.
Columns: 15-ft. centers
Utilities: AC and DC current, water
Loading Facilities: Portable dock
Storage Areas: Limited
Meeting Rooms and Capacities: Seat 50 to 5,000
Parking Facilities: Ample
Distance from Business District: Quarter mile

Detroit-Leland Hotel (HSMA)
1701 Cass (Phone: Woodward 2-2300)
Manager: William H. Chalmers
Sales Manager: Leslie G. Hodgins
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms and 15 suites available)
Convention Rates: Single: $6 to $11.50; Double: $8.50 to $17.50; Suites: $22 to $39
No. Mtg. Rms. & Capacity of Largest: 13 (500)
No. Banquet Rms. & Capacity of Largest: 13 (425)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner from $3.75 plus tax & tips
Liquor: Served in hotel
Air Conditioning: 12 Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,300 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, screens
Other Equipment Available: PA system, spotlights, sections (7 x 4 x 14" high)
Parking: from $1.50 for 24 hours

Hotel Fort Shelby (HSMA)
525 W. Lafayette (Phone: Woodward 3-7100)
Manager: Jerry Moore
Sales Manager: B. K. Matson
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms and 20 suites available)
Convention Rates: Single: $4.50 to $11; Double: $7 to $12.50; Twin: $8 to $14; Suites: $20 to $39.50
No. Mtg. Rms. & Capacity of Largest: 13 (500)
No. Banquet Rms. & Capacity of Largest: 13 (450)
Rates for Meals: Breakfast: $2.50; Lunch: $2.75; Dinner: $3.75 plus tax & tips
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms. 200 bedrooms
Charges for Banquet & Mtg. Rms.: None, if convention in hotel
Net Exhibit Space: 4,400 sq. ft.
Visual Aids Available: Movie screens, blackboards, 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: 35c per hour

Sheraton Cadillac (HSMA)
See Advertisement, Page 90
(Phone: Woodward 1-8000)
Manager: Mark A. Schmidt
Sales Manager: William Goldsberry
Convention Season: All year
Largest Group Accommodated: 1,800 (600 rooms and 40 suites available)
Convention Rates: $6.25 to $20.50; Double: $10 to $20.50; Suites: $25 to $47
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4.25. Prices plus 3% sales tax and 12% tips
Liquor: Served in hotel
Air Conditioning: Function rooms, dining rooms and bedrooms
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Statler (HSMA)
Washington Blvd. & Grand Circus Park
(Phone: WO 3-6000)
Manager: Ernest G. Steck
Sales Manager: Lloyd K. Stalcup

HEART OF THE MOTOR CITY, the Sheraton-Cadillac is famed for friendly service, superlative rooms and suites, sparkling atmosphere. Grand Ballroom accommodates 800 for banquets, 1000 for meetings. Nine other function rooms, accommodate from 10 to 500 people. 1200 rooms and suites. Air-conditioning.

1200 rooms

WILLIAM GOLDSBERRY, *Sales Manager*

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Sheraton Hotel opens 1957
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Sheraton Hotel opens 1959
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and other Midwest cities
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CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON HOTELS
THE PROUDEST NAME IN

Convention Season: All year
Largest Group Accommodated: (500 rooms and 25 suites available)
Convention Rates: Single: from $7.50; Double: from $12; Suites: from $36
No. Mtg. Rms. & Capacity of Largest: 13 (900)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: $2.50; Lunch: $3.25; Dinner: $4.50. All function meals subject to 12% gratuity and 3% sales tax.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per night

The Whittier (HSMA)

415 Burns Drive (Phone: VAlley 2-9000)
President: Hugh J. Kolowich
Sales Manager: Earl Wall
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 20 suites available)
Convention Rates: Single: $7 to $10.50; Double: $11 to $15; Suites: $17.50 to $37
No. Mtg. Rms. & Capacity of Largest: 9 (200)
No. Banquet Rms. & Capacity of Largest: 9 (200)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $1.75; Dinner: $2.50 to $5
Liquor: Served in hotel
Visual Aids Available: Screens
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,800 ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free parking lot; $1.50 in garage overnight
Sports Facilities: Golf, swimming across river

Wolverine Hotel (HSMA)

55 E. Elizabeth (Phone Wo 3-9000)
Manager: John J. Sakmar
Convention Season: All year
Largest Group Accommodated: 400 (350 rooms and 4 suites available)
Convention Rates: Single: $4; Double: $6.25; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $2 to $2.75; Dinner: $3.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.50, lot—from 75c

FLINT

Railroads: C. & O.; Gd. Tr.
Airlines: CAP

Hotel Durant

Saginaw & Detroit Sts. (Phone: CEdar 2-5131)
Manager: Scott Shattuck
Convention Season: All year, preferably on weekends
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: $5 to $9; Double: $7.50 to $13.50; Suites: $21 to $31
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (425)
Rates for Meals: Breakfast: from 65c; Lunch: from $1; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Net Exhibit Space: 200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (20' x 12')
Parking: 75c overnight

GRAND RAPIDS

Railroads: C. & O.; Gd. Tk.; N.Y.C.; Penna.
Airlines: CAP

AUDITORIUM

Civic Auditorium

227 Lyon, N.W. (GL 47-257)
Manager: Fred J. Barr, Jr.
Exhibit Areas: Basement, 44,000 sq. ft.; main floor, 16,500 sq. ft.; Black & Silver Rooms, 4,500 sq. ft.
Rental Fees and Services: Basement, $20 per booth (12 ft. by 12 ft.)
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 13 ft. by 12 ft.
Elevators: Lift, 50 ft. by 8 ft.
Columns: 2 ft. sq., every 24 ft.
Utilities: AC and DC current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 700; 12 rooms, 75 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In business district

The Manger-Rowe

Michigan St. & Monroe (Phone: 9-0101)
Manager: Charles J. Mack
Catering Manager: Doris White
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 8 suites available)
Convention Rates: Single: $4 to $8.25; Double: $6.50 to $12; Suites: $14.25 to $34
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: $1.25; Lunch: from $1.75 to $3; Dinner: $2.75 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $75
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: Movie screen, 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1 overnight, $6 a week
Sports Facilities: Golf, Swimming, Fishing

Morton Hotel

Monroe & Ionia (Phone: 9-7121)
Manager: Noel K. Black
Sales Manager: Charles Gross
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 7 suites available)
Convention Rates: Single: from $5; Double: $8.50 to $11.50; Suites: $17 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage (9'9" x 13'11")
Parking: $1.25 overnight
Sports Facilities: Golf

Pantlind Hotel

(Phone: 97201)
Manager: T. R. Corson
Convention Season: All year
Largest Group Accommodated: 1100 (550 rooms and 35 suites available)
Convention Rates: Single: $5.50 to $9; Double: $7.50 to $16; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 14 (750)
No. Banquet Rms. & Capacity of Largest: 14 (535)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.50—group prices
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 8,440 sq. ft. on one floor.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage (18' x 24')
Parking: $1.25 for 24 hours
Sports Facilities: Golf, Tennis, Swimming, Boating

JACKSON

Railroads: N.Y.C.; G.T.
Airlines: AAL

Hotel Hayes

228 W. Michigan (Phone: 2-0551)
Manager: Gene Bronson
Convention Season: All year
Largest Group Accommodated: 400 (162 rooms and 8 suites available)
Convention Rates: Single: $5 to $6.50; Double: $8 to $9.50; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (312)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $10
Net Exhibit Space: 7,056 sq. ft.
Other Equipment Available: PA system, spotlights
Parking: $1.25 overnight
Sports Facilities: Golf course and lakes nearby

KALAMAZOO

Railroads: N.Y.C.; Penna.; C.K. & S.; Gd. Tk.
Airlines: AAL

Burdick Hotel

124 W. Michigan Ave. (Phone: 4-0121)
Manager: Edward T. Doty
Sales Manager: Edward R. Cunningham
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 5 suites available)
Convention Rates: Single: $3.25; Double: $6.75; Suites: $16.50 to $20
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 90c to $1.25; Dinner: $1.50 to $3
Liquor: Package store
Air Conditioning: 30 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system
Parking: 75c per night

LANSING

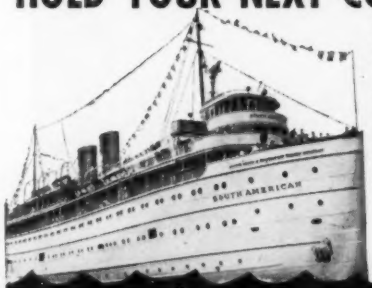
Airlines: Capital; North Central, Air Taxi
Railroads: Gd. Tk.; N.Y.C.; C. & O.

AUDITORIUM

Civic Center

505 W. Allegan St. (Phone: IV 5-7118)
Manager: Charles A. Ziogas
Exhibit Areas: Exhibition Hall, 29,000 sq. ft.; Main Auditorium, 19,000 sq. ft.; Small Auditorium, 5,460 sq. ft.
Rental Fees and Services: Exhibition Hall: $350; Main Auditorium: $600; Small Auditorium: $100. Rates for 8 a.m. to midnight.
Floor Load: 300 lbs. per sq. ft.
Ventilation: Partially air-conditioned
Ceiling Height: 15 ft., 6 inches

HOLD YOUR NEXT CONVENTION AFLOAT



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MICHIGAN

Lansing continued

PA System: Yes
Dimensions, Opening to Exhibit Hall: Ramp entrance, 12 ft. wide, 11½ ft. high
Elevators and Capacities: Two, 2,500 lbs. and 25,000 lbs.
Columns: Exhibition hall only 23½ ft. apart
Utilities: 110 volts—single phase, 216 volts—three phase, 4 wire; water, sewage
Loading Facilities: Stage loading dock, ramp to exhibition hall
Storage Areas: 1,000 sq. ft. adjacent to exhibition hall
Meeting Rooms and Capacities: 6 committee rooms, 60 persons each; Main Auditorium, 6,100; Small Auditorium, 850.
Facilities for Food Functions: Three kitchens for banquets for 2,000
Parking Facilities: Lot for 250 cars
Distance from Business District: Two blocks

MACKINAC ISLAND

Railroads: Penna.; N.Y.C.; **Steamers:** Geo. Bay Line; C. & B. Line; D. & C. Line; Ferries from Mackinaw City & St. Ignace

Grand Hotel (HSMA)

(Phone: 2411)
President: N. C. Bicking
Sales Manager: R. D. McNulty
Convention Season: June 1 to Sept. 25
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: $18; Double: $14 to $19 per day American Plan
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,250)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Air Conditioning: Banquet and meeting rooms
Visual Aids Available: 16mm sound projector, Easel, Blackboards, Lecterns
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1 per day
Sports Facilities: Golf, Tennis, Swimming pool, Badminton, Cycling, Horseback riding

MUSKEGON

Railroads: C. & O.; G.T.; M.R. & N.; Penna.
Airlines: CAP

Occidental Hotel

3rd & Western (Phone: 2-2611)
Manager: E. R. Swett, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (330 rooms and 6 suites available)
Convention Rates: Single: $4; Double: $16; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: 75c; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $6 to $50
Net Exhibit Space: 3,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1
Sports Facilities: Swimming, Golf

SAGINAW

Railroads: Gd. Tk.; C. & O.; N.Y.C.
Airlines: CAP

Hotel Bancroft

Genesee & Washington Aves. (Phone: 5-7751)
Manager: J. James Ruttman
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms available)
Convention Rates: Single: from $55; Double: from $8; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 10 (100)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: $1.15 to $1.40; Dinner: $2 to $3.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, portable stage
Parking: 25c first 2 hours, 50c all day, $1 for 24 hours

• BRAINERD, MINNESOTA •
ON GULL LAKE
ROBERTS
Pine Beach
HOTEL
AMERICAN PLAN
Meeting rooms. Elevator. Heat. Fire proof. Telephone in all rooms and cottages. 24 Hr. Service. 18 Hole Golf Course.
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AAA DUNCAN HINES

MINNESOTA

BEMIDJI

Railroads: Gt.N.; Nor. Pac.; M.St.P.&S.S.M.
Airlines: NOR

Ruttger's Birchmont Lodge

Phone: 1800
Manager: Don Ruttger
Convention Season: June and Sept.
Largest Group Accommodated: 160 (25 rooms, 5 suites and 28 cottages available)
Convention Rates: Single: $12; Double: $20; Suites: $24. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (265)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Liquor: Not served in hotel
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $3
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Visual Aids Available: 16 mm sound
Other Equipment Available: PA system, spotlight, stage (30' x 40')
Parking: Free facilities
Sports Facilities: Golf, tennis, shuffleboard, fishing, sailing, swimming, water skiing, riding, trap shooting

BRAINERD

Railroads: Nor. Pac.

Breezy Point Lodge (HSMA)

(Phone: Pequot 200)
Manager: Ken L. Kellar
Convention Season: June 9 to Sept. 15
Largest Group Accommodated: 450 (75 rooms and 60 cottages available)
Convention Rates: $15 to $18 per person, for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Slides and 16mm equipment
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Shuffleboard, Tennis

Island View Lodge (HSMA)

Route 6 (Phone: Brainerd LD)
Manager: Mr. & Mrs. E. B. Curry
Convention Season: First 3 weeks in June and week after Labor Day for exclusive use. Small groups (10 or 12) other times.
Largest Group Accommodated: 80 (40 rooms—in 25 cottages available)
Convention Rates: Single: $14; Double: $22. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest) 1 (115)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $3
Liquor: Not served in hotel, but setups are available
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 950 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, 8mm movie projector, 35mm slide projectors, screen
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Fishing, Swimming, Boating, Water skiing, Aquaplaning, Tennis, Shuffleboard, Horseshoes, Golf, Trap Shooting

Madden Lodge

Box 68
Manager: W. J. Madden
Convention Season: May 27 to July 1, Aug. 23 to Sept. 16
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: $16; Double: $22; Rates for American Plan

No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: $3
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound equipment
Net Exhibit Space: 2,100 sq. ft.; 1,200 on one floor
Other Equipment Available: Spotlights, stage (30' x 16')
Parking: Free facilities
Sports Facilities: Golf, Fishing in lake or heated pool, Fishing, Tennis, Shuffleboard, Horseshoes, Sailing, Aqua planing

Roberts Pine Beach Hotel

See Advertisement, Page 92

(Phone: 2811)
Manager: G. L. Goetting
Convention Season: June 1 to Sept. 15
Largest Group Accommodated: 150 (74 rooms and 8 suites available)
Convention Rates: Single: from $12; Double: from $22; Suites: $12 per person. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: from $1; Lunch: $1.50; Dinner: $3
Liquor: Set-ups available
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 100 cars
Sports Facilities: 9-hole golf course, 18-hole course, Fishing, Tennis, Riding, Trap Shooting, Shuffleboard

DEERWOOD

Railroads: Nor. Pac.

Ruttgers Bay Lake Lodge

(Phone: 4290)
Manager: Alec Ruttger
Sales Manager: Jack Ruttger
Convention Season: May 25—July 1; Sept. 1-15
Largest Group Accommodated: 150
Convention Rates: Single: $10; Double: $20. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.50
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector and screen
Other Equipment Available: PA system, spotlight, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Fishing, Bathing

DULUTH

Railroads: Nor. Pac.; Gt. Nor.; D.S.S. & At.; D.M. & I.R.; C. & N.W.; C.M. St. P. & P.; D.W. & P.; M. St. P. & S.S.M.

Hotel Duluth

231 E. Superior St. (Phone: 74577)
Manager: C. R. Schiek
Convention Season: All year
Largest Group Accommodated: 800 (330 rooms and 30 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $10.50; Twin: from $9; Suites: $15 to $36
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Rates for Meals: Breakfast: 40c to $1.25; Lunch: $1 to $1.50; Dinner: $2 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,722 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c outside; $1.50 inside

MINNEAPOLIS

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C. & N.W.; Gt. Nor.; M. & St. L.; Soo line; Nor. Pac.; C.R.I. & P.; M.A. & C.R.; M.E.; M.N. & S.; M.T.; M.W.
Airlines: BNF, CAP, NWA, WAL, DAL

CONVENTION BUREAU

Minneapolis Convention & Visitors Bureau
1750 Hennepin Ave. (3)
Julius L. Perlt, Manager

AUDITORIUM

Minneapolis Municipal Auditorium

Grant St. and 3rd Ave., S. (Phone: FE. 3-1217)
Co-Managers: Atwood A. Olson and Melvin Dahl
Exhibit Areas: Main Arena, 25,000 sq. ft.; lower exhibition hall, 30,500 sq. ft.; West Hall, 11,000 sq. ft.
Rental Fees and Services: $500 to $650; includes heat, light, cleaning
Floor Load: Main Aud., 200 lbs. per sq. ft.; balance unlimited. **Ventilation:** Air Cooled
Ceiling Height: Main Aud., 82 ft.; Exhib. Hall, 16 ft. **P. A. System:** Western Electric
Dimensions, Opening to Exhibit Hall: 9 ft. 10 in. by 10 ft. 9 in.
Elevators and Capacities: Four freight, 3,000 lbs.
Columns: Lower exhibition hall only, 32 columns 23½ by 32 ins.
Utilities: 110 and 220 AC current, water, gas
Loading Facilities: Drive ramp to basement, loading dock for 1st floor
Storage Areas: Corridors and ramps
Meeting Rooms and Capacities: Four rooms, 40 to 200
Facilities for Food Functions and Banquet Capacity: Own concessionaire can serve 500; outside caterers can feed 3,000
Parking Facilities: Lot adjacent to building
Distance from Business District: Six blocks

Curtis Hotel

10th St.—3rd to 4th Ave. (Phone: FE. 3-5144)
Gen. Manager: Charles Melony
Convention Season: All year
Convention Rates: Single: $5 to $7; Double: $7 to $12; Suites: $12 to $23
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2—prices are for banquets.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: No charge with meal
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 24 hours
Sports Facilities: Convenient to all sports in & around city

Hotel Dyckman (HSMA)

6th St. bet. Henn. & Nicollet (Phone: FE. 27-7244)
Manager: Morris G. Levy, Jr. and I. Harrison Levy
Sales Manager: Arthur H. Speaker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 8 suites available)
Convention Rates: Single: from $6; Double: $8 to $15; Suites: $25 to $32
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.65; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 17,000 sq. ft.
Visual Aids Available: Screens, easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day, 35c first hour and 10c each additional hour

Leamington Hotel (HSMA)

3rd Ave., 10th & 11th Sts. (Phone: Atlantic 6161)
Manager: E. William Benson
Sales Manager: Grant L. Basre
Convention Season: All year
Largest Group Accommodated: 1000 (400 rooms and 35 suites available)
Convention Rates: Single: $8 to $10; Double: $10 to $18; Suites: $18 to $65
No. Mtg. Rms. & Capacity of Largest: 16 (3000)
No. Banquet Rms. & Capacity of Largest: 16 (2000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 150 bedrooms
Charges for Banquet & Mtg. Rms.: Varies
Net Exhibit Space: 27,000 sq. ft. on two floors
Visual Aids Available: All types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

Hotel Nicollet (HSMA)

Nicollet, Washington, Henepin Aves. (Phone: FE 3-3177)
Manager: Neil R. Messick
Sales Manager: J. R. Brown
Convention Season: All year
Largest Group Accommodated: 802 (350 rooms and 24 suites available)
Convention Rates: Single: from $6.50; Double: from $9.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.85; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all suites
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 17,545 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage (18' x 30')
Parking: 45c per hour to 24 hours at $1.75
Sports Facilities: Golf, Swimming—2 miles; Skating, Tennis—1 mile

Radisson Hotel (HSMA)

45 S. Seventh St. (Phone: FE 3-2181)

MINNESOTA

Minneapolis continued

Manager: Donald E. Clayton
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 14 suites available)
Convention Rates: Single: $5.50 to $9; Double: $8.50 to $11.50; Twins: $12 to $16; Suites: $20 to $45
No. Mtg. Rms. & Capacity of Largest: 12 (1,350)
No. Banquet Rms. & Capacity of Largest: 9 (900)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 75 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $250 per day if no meals served
Net Exhibit Space: 10,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.60 for 24 hours

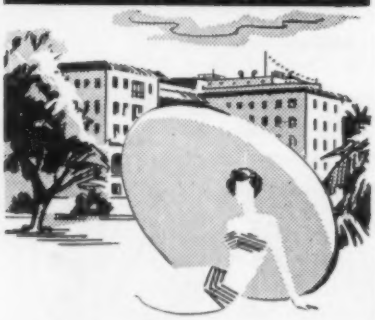
MOOREHEAD

Railroads: Nor. Pac.; Gt. Nor.

Frederick Martin Hotel (HSMA)

403 Center Ave. (Phone: 3-2466)
Vice President-General Manager: LaMarr Bittinger
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 9 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 80c; Lunch: from $1.10; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and entire second floor
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,280 sq. ft. on one floor
Visual Aids Available: Screen

COAST'S FINEST
Convention Hotel



Staffed To Serve Any Type Meeting

A luxurious resort hotel overlooking the Gulf specializing in conventions . . . finest air-conditioned meeting and banquet room in the South, seating 1500 . . . experienced staff trained to handle a "package convention" for you . . . conveniently located between New Orleans and Mobile. Write us for more detailed information.

JIMMIE LOVE *General Manager*

THE Buena Vista
BILOXI, MISSISSIPPI
Overlooking the Gulf of Mexico

Other Equipment Available: PA system, spotlights, stage
Parking: $1.25
Sports Facilities: Swimming, Golf

ROCHESTER

Railroads: C. & N.W.; C. Gt. W.
Airlines: BNF, NWA, WAL

AUDITORIUM

Mayo Civic Auditorium

30 2nd Ave S.E. (Phone: 3963)
Manager: Alberta Chance
Exhibit Areas: Arena, 16,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: Unlimited
Ventilation: Excellent
Ceiling Height: 35 ft.
P. A. System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Columns: None
Utilities: Water, gas and electricity
Storage Areas: 32 ft. by 65 ft. adjacent
Meeting Rooms and Capacities: North Hall, 400; South Hall, 150; Theater, 1,490
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,400
Parking Facilities: Large lot adjacent
Distance from Business District: Three blocks

Hotel Kahler (HSMA)

See Advertisement, Page 93

20 2nd Ave., S.W. (Phone: 2-2581)
President and General Manager: Roy Watson, Jr.
Sales Manager: E. L. Jorgensen
Convention Season: All year
Largest Group Accommodated: 400 (600 rooms and 25 suites available)
Convention Rates: Single: from $5.75; Double: from from $8.25; Suites: $25 to $45
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 13 (300)
Rates for Meals: Breakfast: [illegible] $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, entire new addition to hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,306 sq. ft.
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: outdoors, 20c per hour; $1.25 for 24 hours
Sports Facilities: Golf, Indoor ice skating, Trap shooting, Tennis, Swimming, Prof. Baseball, Hockey

ST. PAUL

Railroads: Burl.; C. Gt. W.; C. & N.W.; C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Nor. Pac.; M. & St. L.; M. St. P. & S.S.M.; M.T.
Airlines: BNF, CAP, NWA, WAL, DAL

CONVENTION BUREAU

St. Paul Convention Bureau
332 Cedar St. (1)
John B. Marshall, Manager

AUDITORIUM

Saint Paul Auditorium

143 West 4th St. (Garfield 7361)
Manager: Edward A. Furni
Exhibit Areas: Arena, 47,000 sq. ft.; Exhibition Hall, 54,000 sq. ft.
Rental Fees and Services: $540 per day or session, or $275 plus cost of opening and operating; includes all services except attendants
Floor Load: Arena, 800 lbs. per sq. ft.; Exhibition Hall, unlimited
Ventilation: Good
Ceiling Height: Arena, 60 ft.; Ex. Hall, 17 ft.
P. A. System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: Arena, 11.5 ft. high by 40 ft.; Ex. Hall, 17 ft. high by 13 ft.
Elevators and Capacities: One, 6,000 lbs.
Columns: 25 ft. centers
Utilities: AC and DC 110-220
Storage Areas: Adequate
Meeting Rooms and Capacities: Theater, 2,801; Stem Hall, 1,250; Ramsey Hall, 550; two small halls, 150 each; 14 committee rooms
Facilities for Food Functions and Banquet Capacity: Refreshment service; caterers can stage banquet for 4,000
Parking Facilities: Adequate adjacent lots
Distance from Business District: Three blocks

Lowry Hotel (HSMA)

4th & Wabasha (Phone: CA. 2-6611)
Manager: W. C. Wolf
Sales Manager: Vincent Long
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 10 suites available)
Convention Rates: Single: $5 to $8.50; Double: $7.25 to $10.50; Twin: $8.50 to $11; Suites: $18.50, $23.50, $30
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours connecting garage

St. Paul Hotel

363 St. Peter St. (Phone: Capital 2-4114)
Manager: R. R. Sheadle
Sales Manager: Vincent Long
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 20 suites available)
Convention Rates: Single: $5.50; Double: $9; Suites: $17.50 to $40
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $2 to $2.75; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 7,500 sq. ft. on one floor
Visual Aids Available: TV and movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

MISSISSIPPI

BILOXI

Railroads: Lv. & N.; Ill. Cent.
Airlines: NAL, SOU

The White House (HSMA)

West Beach Blvd. (Phone: 4343)
Manager: C. J. Nichols
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 150 (85 rooms, 2 suites and 20 cottages available)
Convention Rates: Single: from $4.50; Double: from $8.50; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Luncheons & Dinners: $1 to $3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: space for about six 8 x 10' exhibits on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Sailing, Fishing, Golf, Heated pool, Shuffleboard, Ping-Pong

The Buena Vista Hotel (HSMA)

See Advertisement, Page 94

West Beach Blvd. (Phone: 5511)
Manager: Jimmie Love
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms and 25 suites and 84 motel units available)
Convention Rates: Single: $4 to $7.50; Double: $7.50 to $13; Suites: $17 to $46
No. Mtg. Rms. & Capacity of Largest: 9 (1,700)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $2.25 to $3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for rooms used for meetings
Net Exhibit Space: 7,500 sq. ft. on lobby floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Pool and Gulf, Swimming, Sailing, Fishing, Golf, Horseback riding, Shuffleboard, Ping-Pong, Gulf cruises

EDGEWATER PARK

Railroads: Lv. & N.; Ill. Cent.

Edgewater Gulf Hotel (HSMA)

See Advertisement, Page 95

(Phone: Biloxi 7801 or Gulfport 1270)
Manager: A. P. Shoemaker, Jr.
Sales Manager: Nan Meisner
Convention Season: All year
Largest Group Accommodated: 450 (225 twin bed rooms and 18 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $14; Suites: $20 to $26; American Plan — Single: $14 to $18; Double: $26 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (450)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: from $4
Liquor: Not served in hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,069 sq. ft.
Visual Aids Available: 16mm sound and silent projectors, View-graf and Vulyte projectors
Other Equipment Available: PA system, spotlights, stage
Parking: No charge for parking in hotel's lot for 1,000 cars. Parking in fireproof garage—$1.25 per day storage
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Badminton, Horseshoes, Softball

GULFPORT

Railroads: L. & N.; I.C.
Airlines: NAL, SOU

Hotel Markham

Beach Blvd. (Phone: 1700)
Manager: Frank Fagan
Sales Manager: A. Brady
Convention Season: All year
Largest Group Accommodated: 325 (180 rooms and 4 suites available)
Convention Rates: Single: $4.50 to $7; Double: $6 to $10; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Not served in hotel but permitted
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for convention groups
Net Exhibit Space: 5,000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, portable stage (300 sq. ft.)
Parking: Free facilities, storage garage nearby $1
Sports Facilities: Swimming, Sailing, Hiking, Hunting, Marine Aquarium 1 block from hotel, Golf, Salt and fresh-water fishing

JACKSON

Railroads: Ill. Cent.; G.M. & O.
Airlines: DEL-C&S, SOU

AUDITORIUM

Jackson Municipal Auditorium

125 S. Congress St. (Phone: 2-3818)
Manager: George T. Kurts
Exhibit Areas: 8,100 sq. ft.
Rental Fees: $150 to $200 per day
Floor Load: Unlimited
Ventilation: Blower system
Ceiling Height: 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Triple doors, standard width
Utilities: All required
Loading Facilities: Ramp to doors
Storage Areas: Limited
Meeting Rooms: None
Facilities for Food Functions: Can feed catered lunch to 800
Parking Facilities: Limited
Distance from Business District: In center city

The Hotel Edwards (HSMA)

235 W. Capitol (Phone: 4-7741)
Manager: E. Bill Green
Sales Manager: George Sturm
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, and 24 suites available)
Convention Rates: Single: $5 to $8; Double: $8 to $11.50; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 17 (750)
No. Banquet Rms. & Capacity of Largest: 17 (650)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Not served in state
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Blackboards, closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: $1 inside, 50c in parking lot
Sports Facilities: Golf, Tennis, Swimming

Heidelberg Hotel

131 E. Capitol St. (Phone: 2-6571)
Owner—Managing Director: Roy L. Heidelberg
Convention Manager: M. I. Sandefur
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 9 suites available)
Convention Rates: Single: $5 to $8; Double: $7 to $11; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,100)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 13,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage (2—24' long x 11'7" x 7'6")
Parking: 500 car garage $1.25

MERIDIAN

Railroads: Ill. Cent.; G.M. & O.; M. & B.R.; So. Ry.
Airlines: DEL-C&S

Lamar Hotel

(Phone: 8161)
Manager: Robert H. Werth
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 9 suites available)
Convention Rates: Single: $4 to $6; Double: $6 to $10; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: 55c to $1.25; Lunch: 85c to $1.50; Dinner: $1.50 to $3
Liquor: Not served in hotel

Best CONVENTION SITE on the MISSISSIPPI GULF COAST AAA

Edgewater Gulf HOTEL

OVERLOOKING THE GULF of MEXICO midway between GULFPORT & BILOXI

"THE GULF COAST'S FINEST HOTEL FOR THE FINEST CLIENTELE"

100% AIR-CONDITIONED

Everything under one roof—meeting rooms for small, Regional or large National groups, banquet and dining facilities. Beach — swimming pool — private 18-hole championship golf-course — dancing — planned entertainment.

We specialize in personalized attention!

Inquiries appreciated and promptly handled. Write:

A. P. SHOEMAKER General Manager
N. MEISNER, Convention Manager

Edgewater Gulf HOTEL
EDGEWATER PARK, MISS.

let the Coast be your Host . . . For This CONVENTION—

MODERN RESORT ACCOMMODATIONS

Over 3,000 rooms conveniently located in center of things for large conventions or sales meetings; rates do not vary with seasons. Excellent restaurants and entertainment.

SPACIOUS CONVENTION FACILITIES

Assembly rooms accommodating up to 1500 equipped and staffed to handle large or small meetings. Display space available for exhibitors. Outstanding banquet facilities.

ACCESSIBLE

Just 60 minutes from New Orleans and Mobile. Easily reached by air, rail, bus or automobile. Daily commuter service to New Orleans.

EXCELLENT RECREATIONAL ADVANTAGES

Excellent fishing by deep sea charter boat or in inland streams; five 18-hole golf courses; 28 miles of white sand beach skirted by new 4-lane super highway.

Write or contact Chamber of Commerce in any of cities listed below.

Visit **MISSISSIPPI'S**

Gulf Coast

MISSISSIPPI

continued

Ideal for groups of limited size

(Up to 150)

who desire a comfortably informal atmosphere and a wide variety of recreation, including salt and fresh water fishing, available on the grounds . . . not just "nearby." Food fit for Kings and with everything included in one low rate. Open the year around. Color folder and full details on request.

a bit of the old west in the deep south!

"700 acre vacationland". 18-hole golf course, heated pool, full program of dude ranch fun. Wonderful meals and planned entertainment all included in rates starting at $11.

JOHNNY REVOLTA
Golf Pro. Winter Season

Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (48' x 5')
Parking: $1 per night

OCEAN SPRINGS

Railroads: L. & N.
Airlines: Southern, National to Gulfport.

Gulf Hills Dude Ranch & Country Club

See Advertisement, Page 96

(Phone: TRinity 5-2211)
Manager: Dick & Gladys Waters
Sales Manager: Cess Spearman
Convention Season: All year except Mar., April, July, Aug.
Largest Group Accommodated: 150 (70 rooms and 6 suites available)
Convention Rates: Single: $15 to $19; Double: $24 to $30; Suites: $30 to $44. Rates for American Plan
No. Mtg. Rms. & Capaicty of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 2 (225)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $3.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: 18-hole golf course, Pool, Riding, Boating, Fishing, Water Skiing, Tennis, Shuffleboard

MISSOURI

EXCELSIOR SPRINGS

Railroads: C.R.I. & P.; Wab.; C.M. St. P. & P.

The Elms Hotel

Manager: John D. Hayzlett
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 12 suites available)
Convention Rates: Single: from $13; Double: from $23; Suites: from $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,800 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Horseback riding, Tennis

JOPLIN

Railroads: A.T. & S. Fe.; Frisco Sys.; Mo. Pac.; M.K. & T.; K.C. So.; M. & A.
Airlines: AAL, BNF

Connor Hotel

4th & Main (Phone: 5100)

Manager: Steve Howard
Sales Manager: George McClintick
Convention Season: All year
Largest Group Accommodated: 450 (275 rooms and 14 suites available)
Convention Rates: Single: $4 to $5; Double: $5.50 to $7; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (275)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $2; Dinner: $1.50 to $4.50
Liquor: Served in hotel
Air Conditioning: 3 Banquet and meeting rooms, 100 bedrooms air cooled
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights
Parking: Free facilities

KANSAS CITY

Railroads: Santa Fe; Burl.; G.M. & O.; C. Gt. W.; C.M. St. P. & P.; Frisco; K.C. So.; M.K. & T.; Mo. Pac.; Wab.; U.P.; R.I. & P.; K.C. K.V.; Str.
Airlines: TWA, BNF, CAL, DAL

CONVENTION BUREAU

Convention & Visitors Bureau
Chamber of Commerce (6)
Robert B. Coyner, Manager

AUDITORIUM

Municipal Auditorium

1310 Wyandotte (HA 8000)

Manager: Clarence B. Hoff, Director
Exhibit Areas: Exhibition Hall, 90,000 sq. ft.
Rental Fees: Vary according to usage
Floor Load: Unlimited **Ventilation:** Air Conditioned
Ceiling Height: 11 ft. and 25 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: Truck door
Columns: 4 ft. sq. and 5 ft. sq.
Utilities: 110-215 volt, 3 phase AC; water, gas, steam
Loading Facilities: Direct to booth
Storage Areas: 25,000 ft. adjoining
Meeting Rooms and Capacities: 26 to seat from 25 to 425
Facilities for Food Functions: No kitchen but can seat 3,000 at banquet
Parking Facilities: 2,000 cars can park in immediate vicinity
Distance from Business District: Three blocks

Kansas City Municipal Stadium

See Advertisement, Page 97

2138 Brooklyn Avenue
Manager: City Manager
Exhibit Areas: 120,000 sq. ft.
Rental Fees and Services: $1,000, plus percentage of gates; includes all utilities
Floor Load: Unlimited
Ventilation: Open
PA System: 700 Watt, Cube speakers
Dimensions, Opening to Exhibit Hall: 12 ft.
Columns, Location and Dimensions: None in exhibit area
Current and Utilities Available: 200 V, gas, water
Loading Facilities: Ground loading
Railroad Sidings: 2 blocks away
Number of Meeting Rooms and Capacities: One for 30 people
Facilities to Handle Food Functions: Concessionaire, kitchen
Parking Facilities: Off street facilities for 6,000 cars
Distance from Business District: 15 blocks

KANSAS CITY, MISSOURI

Perfect location in the heart of America . . .

The ALADDIN HOTEL

Perfect location in the heart of Kansas City

- Completely AIR CONDITIONED
- Convention, Sales Meeting, and Banquet Facilities for up to 400
- TOWER BALLROOM · RESTAURANT
- COFFEE SHOP · COCKTAIL LOUNGE

A short block from downtown Kansas City's shops, theatres and businesses.

Connecting tunnel to new 1200 car Auditorium Plaza Garage.

The Aladdin HOTEL
1213 WYANDOTTE • VIctor 2-0371

The Aladdin Hotel

See Advertisement, Page 96

1213 Wyandotte St. (Phone: VIctor 0371)
Manager: Ralph Pellow
Sales Manager: W. R. Warren
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 10 suites available)
Convention Rates: Single: $4 to $8; Double: $6 to $10; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: 75c to $1; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1.25 per day

Continental Hotel (HSMA)

11th & Baltimore (Phone: HA 1-6040)
Manager: Noel Daniel
Sales Manager: Victor Manske
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 12 suites available)
Convention Rates: Single: from $5.50; Double: from $8.50; Suites: $22 to $30
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: $1.75; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Air Conditioning: 60% of hotel
Charges for Banquet & Mtg. Rms.: from $12.50
Net Exhibit Space: 7,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50
Sport Facilities: Swimming pool in hotel

Muehlebach Hotel

12th St. & Baltimore Ave. (Phone: Gr. 1400)
Manager: Barney L. Allis
Sales Manager: M. F. Buddy Landon
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 50 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $19 to $55
No. Mtg. Rms. & Capacity of Largest: 16 (1,000)
No. Banquet Rms. & Capacity of Largest: 16 (850)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,200 sq. ft. on one floor
Visual Aids Available: Projection booth, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day

New Pickwick Hotel

See Advertisement, Page 97

927 McGee St. (Phone: GR 1-5100)
Manager: H. T. Torpey
Sales Manager: Mrs. Gordon
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: Single: from $6.35; Double: from $7.85; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 9 (150)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: From $7.50
Net Exhibit Space: 9,876 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

Phillips Hotel (HSMA)

12th & Baltimore (Phone: Grand 1-5020)
Manager: C. E. Phillips, Jr.
Sales Manager: Bea Kennedy
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $6.50 to $8; Double: $8.50 to $10; Suites: $20 and $27.50
No. Mtg. Rms. & Capacity of Largest: 6 (300)

The NEW

Pickwick HOTEL

10th & McGee KANSAS CITY MO.

UNEXCELLED FACILITIES for SALES MEETINGS

Nine private assembly rooms plus grand ballroom . . . for accommodating meetings of from 30 to 400 persons.
Completely air-conditioned — 400 rooms — 4 restaurants and lounges—free radio; TV available—garage in connection.

TELEPHONE GRand 1-5100

Kansas City's NEW STADIUM AVAILABLE

For . . .
- SHOWS
- CIRCUSES
- RELIGIOUS MEETINGS
- SPORTS EVENTS
- TRADE SHOWS
- PAGEANTS
- EXHIBITIONS
- EQUIPMENT DEMONSTRATIONS

The nation's newest, most modern stadium offering: 30,611 modern comfortable arena seats; Parking facilities for more than 6,000 cars and buses; Over 135,000 square feet of field area; The nation's best lighted major league field for night events; Complete operating personnel always available; Modern concession stands; Dressing rooms; Press box and many others.

Convenient for Highway, Air or Rail Travel

For Full Details About the Municipal Stadium, Write

CITY MANAGER
CITY HALL KANSAS CITY, MISSOURI

MISSOURI

Kansas City continued

CONVENTION FAVORITE IN KANSAS CITY

Hotel President

personalized service for conventions up to 500 and conventionally priced

- 400 "comfortized" air-conditioned rooms — 18 suites — free radio and running ice water in every room.
- 2nd Floor expressly designed for your needs—especially equipped conference and dining rooms.
- Main ballroom capacity—Meeting 800—Dining 600—Junior ballroom & Aztec room 250. Closed circuit telecast facilities available. Drum Room & bar featuring famous cuisine and entertainment.
- Ideal location in the heart of Kansas City. 6 min. from Union Station & Municipal Airport. 1 block from Municipal Auditorium. Garage & parking facilities adjacent.

• for illustrated brochure write: Convention & Catering Dept.

HOTEL President

14th & Baltimore • Kansas City, Mo.

No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: $2.25; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Other Equipment Available: PA system, spotlight, stage
Parking: $1.75

Hotel President

See Advertisement, Page 98

14th & Baltimore (Phone: Gr. 5440)
General Manager: Frank J. Dean
Sales Manager: Harold Bosworth
Convention Season: All year
Largest Group Accommoated: 500 (200 rooms and 18 suites available)
Convention Rates: Single: $6 to $9.50; Double: $8.50 to $15; Suites: from $21.50
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (700)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 7,470 sq. ft. on 2 floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1

ST. JOSEPH

Railroads: A.T. & S.F.; C.B. & Q.; C.G.W.; C.R.I. & P.; Mo. Pac.; U.P.
Airlines: BNF

AUDITORIUM

Municipal Auditorium

4th and Farnon Sts. (Phone: 4-5663)
Manager: Lewis Wallace
Exhibit Areas: Main Arena, 9,600 sq. ft.; basement, 8,000 sq. ft.; small exhibit room, 4,375 sq. ft.
Rental Fees and Services: $150 per day, includes heat light, cleaning
Floor Load: Unlimited
Ventilation: 4 large exhaust fans in ceiling of arena; heating-forced circulating hot air
Ceiling Height: 60 ft.
P. A. System: Available
Dimensions, Opening to Exhibit: 20 ft. wide by 16 ft. high
Utilities: AC current, 220 volts
Loading Facilities: Railroad siding
Storage Areas: Basement
Meeting Rooms and Capacities: One, 500
Facilities for Food Functions: None
Parking Facilities: Good
Distance from Business District: Three blocks

Hotel Robidoux

5th & Francis (Phone: 4-0881)
Manager: Robert Barrie
Sales Manager: E. Abry
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 15 suites available)
Convention Rates: Single, from $4.50; Double: from $6; Suites: $15.00
No. Mtg. Rms. & Capacity of Largest: 13 (1,400)
No. Banquet Rms. & Capacity of Largest: 9 (900)
Rates for Meals: Breakfast: $1.75; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: 150 bedrooms, banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when food served
Net Exhibit Space: 10,000 sq. ft.; 8,000 sq. ft. on one floor
Visual Equipment Available: Screens, closed circuit TV
Other Equipment Available: PA system, spotlights, stage (36' x 15')
Parking: $1.25 overnight

ST. LOUIS

Railroads: G.M. & O.; B. & O.; Burl.; L. & M.; N.Y.C.; Frisco Sys.; Ill. Cent.; L. & N.; M.K. & T.; Mo. Pac.; C. & E.I.; C.R.I. & P.; T.R.R. of St. L.; N.Y.C. & St. L.; M'frs; Penna.; Ill. Term; St. L.S.W.; St. L. & O'F.; So. Rv.; Wab.
Airlines: AAL, EAL, TWA, DAL, CAL, BNF

CONVENTION BUREAU

St. Louis Convention, Publicity & Tourist Bureau
911 Locust St. (1)
F. H. Rein, Secretary and General Manager

AUDITORIUM

Henry W. Kiel Auditorium

Market St., between 14th & 15th St. (CHestnut 1-1010)
Manager: Louis J. Gualdoni
Exhibit Areas: Convention Hall, 20,000 sq. ft.; Promenade, 20,000 sq. ft.; Exposition Hall, 100,000 sq. ft.
Rental Fees: Depends on Event
Floor Load: Convention Hall and Promenade, 500 lbs. per sq. ft.; Exposition Hall, unlimited
Ventilation: Forced air and air conditioning
Ceiling Heights: Exposition Hall, 14 to 20 ft.; Convention Hall, 90 ft.
P.A. System: Available
Dimensions, Opening to Exhibit Hall: 20 by 19 ft.
Columns: None in Convention Hall or Promenade; vary in Exposition Hall
Utilities: AC and DC current, hot and cold water, steam, compressed air, gas and drainage
Loading Facilities: Truck unloading on Exposition Hall floor
Storage Areas: Ample
Meeting Rooms and Capacities: One seats 10,500; one seats 3,500; four seat 650 each; 13 seat various capacities from 75 to 300.
Facilities for Food Functions: Banquet facilities for 3,000 in one room
Parking Facilities: Ample
Distance from Business District: In business district

Chase-Park Plaza Hotels (HSMA)

See Advertisement, Page 99

212-220 N. Kingshighway (Phone: Forest 1-2500)
Manager: Chase—Jack Shoemaker, Park Plaza—Jack Flynn
Sales Manager: Bob Ross
Convention Season: All year
Largest Group Accommodated: 1000 (450 units including suites available)
No. Mtg. Rms. & Capacity of Largest: 25 (2,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,800)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.35; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, hydraulic stage (20' x 50')
Parking: $1.25 overnight in garage; 50c in lot
Sports Facilities: Swimming pool, Golf, Tennis, Riding, Boating

Coronado Hotel (HSMA)

3701 Lindell Blvd. (Phone: Jefferson 7700)
Gen. Manager: Raymond McGrath
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 16 suites available)
Convention Rates: Single: $5.85; Double: $9.85; Suites: $10.85

Schimmel TOWN HOUSE

IN KANSAS CITY, KANSAS

TOWN HOUSE HOTEL KANSAS CITY, KANSAS HOME OF MAJOR LEAGUE BASEBALL TEAMS

MIDWEST'S CONVENTION CENTER

AL LEW, General Manager

DRIVE-IN GARAGE

OTHER SCHIMMEL HOTELS

HOTEL CORNHUSKER
Lincoln, Nebraska

HOTEL CUSTER
Galesburg, Illinois

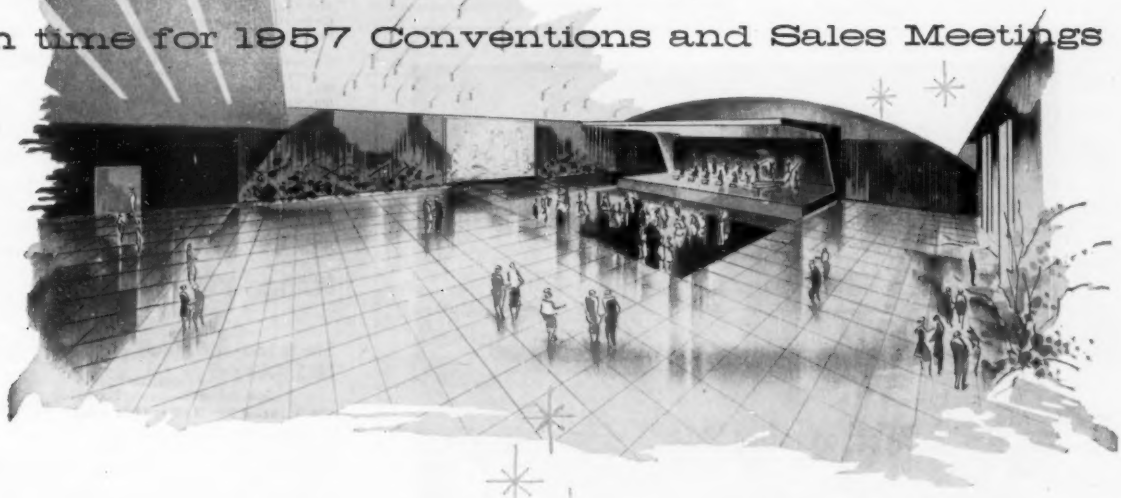
HOTEL BLACKSTONE
Omaha, Nebraska

HOTEL LASSEN
Wichita, Kansas

HOTEL LINCOLN-DOUGLAS
Quincy, Illinois

Opening

in time for 1957 Conventions and Sales Meetings



The Chase-Park Plaza

Announces Two New Rooms

A New **Ballroom**

and

A New **Exhibit Hall**

By far the most extensive hotel convention facilities in St. Louis . . . and all *under one roof.*

The Grand Ballroom on the ground floor seats 2500 for a meeting or 1800 for a banquet, in an area totally free of obstructions.

The Exhibit Hall, on the lower level, has 20,000 square feet of exhibit space, accommodating 150 booths with all utilities.

With the present space adjoining the new Ballroom and Exhibit Hall this is one of the most spacious convention areas available in any hotel.

OTHER GOOD REASONS TO CHOOSE THE CHASE-PARK PLAZA FOR YOUR CONVENTION:

- Central location in Mid-America
- Outdoor swimming pool
- Center of St. Louis night life and entertainment
- Increased room accommodations
- All rooms air conditioned
- Fashion shopping center of St. Louis
- Resort atmosphere in urban setting, overlooking beautiful Forest Park

PLANNING A CONVENTION?

Check with us regarding open dates

MAIL COUPON NOW

for brochure on convention facilities in the new Ballroom and Exhibit Hall.

Chase-Park Plaza

ST. LOUIS 8, MO.

The Chase-Park Plaza Hotels
212 N. Kingshighway Blvd.
St. Louis 8, Missouri

..... Please send Brochure

Name .....

Organization .....

Street .....

City & Zone ..... State .....

MISSOURI

St. Louis continued

No. Mtg. Rms. & Capacity of Largest: 15 (1,600)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel, except on Sunday
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if 60% or more of those attending meeting are guests in hotel
Net Exhibit Space: 20,960 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours

Lennox Hotel

9th & Washington (Phone: Central 1-7200)

Manager: T. J. Robinson
Convention Season: All year
Largest Group Accommodated: 300 (180 rooms and 10 suites available)
Convention Rates: Single: from $6.50; Double: from $7.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 4 (150) Folding doors open up between rooms to hold 300
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food or beverage is served. Otherwise, $25, $50, $100
Net Exhibit Space: 3,089 sq. ft. on mezzanine
Visual Aids Available: Projector and screens
Other Equipment Available: PA system, spotlights
Parking: $1.75 for 24 hours

In St. Louis it's the

SHERATON-JEFFERSON

LARGEST HOTEL IN ST. LOUIS. One of America's outstanding convention hotels. Fabulous Gold Room seats 1050 for banquets, 1600 for meetings. Exhibit space and many other function rooms for from 15 to 650 persons. Parking, air-conditioning, TV.

800 rooms

LEONARD L. GORRELL, *General Manager*

SHERATON
THE PROUDEST NAME IN **HOTELS**

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
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Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Mayfair Hotel

8th & St. Charles (Phone: CE 1-7500)

Manager: C. Gordon Heiss
Convention Season: All year
Largest Group Accommodated: 200 (350 rooms and 30 suites available)
Convention Rates: Single: $6.50 to $10; Double: $10 to $14; Suites: $17.50
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 5 (75)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $20
Other Equipment Available: PA system, spotlights
Parking: $1. 75 for 24 hours

Melbourne Hotel (HSMA)

3601 Lindell (Phone: Olive 2-2500)

Manager: Ray E. Karr
Convention Season: All year
Largest Group Accommodated: 550 (275 rooms and 10 suites available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: $13.50 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 276 bedrooms and 13 suites
Charges for Banquet & Mtg. Rms.: None if hotel is convention headquarters
Net Exhibit Space: 3,375 on two floors
Visual Aids Available: Blackboards, lecturns, movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 overnight
Sports Facilities: Golf

Sheraton-Jefferson Hotel (HSMA)

See Advertisement, Page 100

12th & Locust Sts. (Phone: Main 1-4600)

Manager: Leonard L. Correll
Sales Manager: Gregory R. Lucy
Convention Season: All year
Largest Group Accommodated: 1,100 (500 rooms and 40 suites available)
Convention Rates: Single, from $7.35; Double: from $10.35; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 15 (550)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: $1.85 to $2; Lunch: from $2.50; Dinner: from $3.85
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 85% of bedrooms
Charges for Mtg. Rms.: $7.50 to $250
Net Exhibit Space: 10,690
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.75, lot—$1.25

Statler Hotel (HSMA)

9th & Washington (Phone: Central 1400)

Manager: Fletcher Brumit
Sales Manager: J. H. Alumbaugh
Convention Season: All year
Largest Group Accommodated: 750 (450 rooms and 19 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $32
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge if entire group housed at hotel
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (any size desired)
Parking: $1.75 for 24 hours

MONTANA

BILLINGS

Railroads: N.P.; C.B. & Q.; G.N.
Airlines: WAL, NWA, FAL

AUDITORIUM

Shrine Auditorium

1125 Broadwater St. (Phone: 9-2316)
Exhibit Areas: Two, 14,000 sq. ft.; one, 2,100 sq. ft.
Floor Load: Ground floor, unlimited
Ventilation: Blowers
Ceiling Height: Main Auditorium, 30 ft.; lower floor, 11 ft.
PA System: All rooms
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. wide by 10 ft.
Columns: Lower floor, 20 ft. on center; upper floor, none
Utilities: 110 volt, 220 volt, electric harness available
Loading Facilities: Ramp to main auditorium and lower exhibit hall
Storage Areas: Limited
Meeting Rooms and Capacities: One—500; one—150
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Six acres
Distance from Business District: 8 blocks

Northern Hotel

28th at 1st (Phone: 5-5121)
Manager: Ray Bering
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 5 suites available)
Convention Rates: Single: from $4.50; **Double:** from $6.50; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 10 (250)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,804 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1.25 per night in garage, 75c per night in lot

BUTTE

Railroads: Nor. Pac.; Gt. Nor.; U.P.; B. An. & Pac.; C.M. St. P. & P.
Airlines: NWA, WAL

AUDITORIUM

Butte Civic Center

1340 Harrison Ave. (Phone: 2-2353)
Manager: Rene Rouleau
Exhibit Areas: Main Arena, 22,800 sq. ft.
Rental Fees and Services: $250 per day includes house crew
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 35 ft.
P. A. System: Altec with dual amps
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft. high
Columns: None
Utilities: 220 Volt AC current
Storage Areas: Rear of building
Meeting Rooms and Capacities: 20 small rooms
Facilities for Food Functions: None
Parking Facilities: 3,000 cars
Distance from Business District: Half mile

Hotel Finlen

Broadway & Wyoming (Phone: 5461)
Manager: James E. Durham
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $7.50 to $9; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet and Mtg. Rms.: $10 up
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Bowling, Fishing, Skiing, Baseball, Basketball, Football, Hunting, Swimming, Boating

MISSOULA

Railroads: C.M. St. P. & P.; Nor. Pac.
Airlines: NEA

Hotel Florence (HSMA)

111 N. Higgins (Phone: 6-6631)
Manager: H. C. Jensen
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms and 10 suites available)
Convention Rates: Single: $5 to $6; Double: $7 to $8; Twins: $9.50 to $14
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: 75c to $1; Lunch: 85c to $1.25; Dinner: $2 to $3
Liquor: Served in hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: None if food functions scheduled
Net Exhibit Space: 5,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 in hotel building
Sports Facilities: Swimming, Bowling within walking distance

NEBRASKA

LINCOLN

Railroads: C.B. & Q.; C.R.I. & P.; Mo. Pac.; C. & N.W.; U.P.
Airlines: BNF, UAL

Hotel Cornhusker (HSMA)

301 S. 13th (Phone: 2-6971)
Managing Director: A. O. Schimmel
Sales Manager: Miss Amber White
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 16 suites available)
Convention Rates: Single: $4.50 to $10; Double: $7 to $13; Suites: $24.50 to $26.50
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Rates for Meals: Breakfast: 50c; Lunch: 75c; Dinner: $1.50 in coffee shop. Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50 for banquet service
Liquor: Package only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,444 sq. ft.
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: 20c first hour, 10c each additional hour

Hotel Lincoln

147 N. 9th St. (Phone: 2-6601)
Manager: Charles F. Dolan
Sales Manager: Mrs. Sarah Craven
Convention Season: All year
Largest Group Accommodated: 650 (218 rooms and 5 suites available)
Convention Rates: Single: from $4.50; Double: from $5.50; Suites: $12.50 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 8 (460)
Rates for Meals: Breakfast: $1.50 to $1.75; **Lunch:** $1.75 to $2; **Dinner:** $2.25 to $3.50
Liquor: Not served in hotel, but package liquor store and tap room in hotel
Air Conditioning: Banquet and meeting rooms. Bedrooms air cooled.
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

OMAHA

Railroads: C.B. & Q.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; Mo. Pac.; C. & N.W.; U.P. Sys.; Wab.
Airlines: BNF, UAL

AUDITORIUMS

Omaha Civic Auditorium

1804 Capitol Avenue (Phone: WE 1323)
Manager: John R. Balmer
Exhibit Areas: Main Arena Floor: 25,000 sq. ft.; Outer Concourse: 25,000 sq. ft.; Exhibit Hall: 65,000 sq. ft.
Rental Fees: On application
Floor Load: 100-150 lbs. per sq. ft.
Ventilation: Electric eye
Ceiling Height: Arena: 58 ft., Exhibit Hall, 11½ ft.
P. A. System: In all rooms
Dimensions, Opening to Exhibit Hall: 12 ft. by 11 ft.
No. of Elevators and Capacities: 1 Freight, 6,000 lbs.
Columns: Arena none; Exhibit Hall, vary from 16 ft. to 30 ft. centers
Utilities: Electricity, water, drainage
Loading Facilities: Two large doors at floor level
Storage Areas: Ample
Meeting Rooms and Capacities: Arena, 6,734 permanent, 2,500 temporary seats, Music Hall, 2,610; Assembly Hall, 650-700 temporary seats for meetings, Committee rooms available with use of Arena.
Facilities for Food Functions and Banquet Capacity: Caterer can serve 3,000
Parking Facilities: 3,500 cars within two blocks
Distance from Business District: Three blocks

Ak Sar Ben Coliseum

63rd & Shirley (Jackson 8333)
Manager: J. J. Isaacson
Exhibit Areas: 28,000 sq. ft.
Rental Fees and Services: $500 per day, includes heat, light, water
Dimensions, Opening to Exhibit Hall: 20' by 20'
Columns, Location: Outer perimeter of floor
Current Available: 220 volt
Parking Facilities: Lot for 6,000 cars
Distance from Business District: Three miles

Blackstone Hotel

36th & Farnam St. (Phone: Harney 0945)
Manager: Edward T. Schimmel
Sales Manager: Robert Smallwood
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms and 10 suites available)
Convention Rates: Single: from $7; Double: from $10; Suites: from $15, American plan
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: 85c; Lunch: from $1; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,380 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Sheraton-Fontenelle (HSMA)

See Advertisement, Page 7

18th & Douglas Sts. (Phone: Atlantic 6226)
President: Paul Johnson
Convention Season: All year
Largest Group Accomodated: 1,500 (400 rooms and 16 suites available)
Convention Rates: Single: from $6.50; Double: from $8.50; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: (14 (750)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters, otherwise variable
Net Exhibit Space: 6,000 sq. ft.
Visual Aids Available: Screens, closer circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

Hotel Paxton

14th & Farnam (Phone: AT 8326)
Manager: Julius Drolick
Sales Manager: Edward Rush
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Rates for Meals: Breakfast: from $1.25; Lunch; from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $20
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Rome Hotel

16th & Jackson (Phone: At 9354)
Manager: Don Roberts
Convention Season: All year
Largest Group Accommodated: 575 (300 rooms and 2 suites available)
Convention Rates: Single: $3.50 to $4.50; Double: $5.75 to $8.25; Suites: $10.50
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 11 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet and Mtg. Rms.: $5 to $7.75
Net Exhibit Space: 10,120 sq. ft.—all but 1,200 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage (25' x 13')
Parking: Free facilities

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NEVADA

LAS VEGAS

Railroads: U.P.
Airlines: TWA, WAL, UAL, BAL

CONVENTION BUREAU

Las Vegas Convention Bureau
P.O. Box 950
Elmo Ellsworth, Manager

Desert Inn

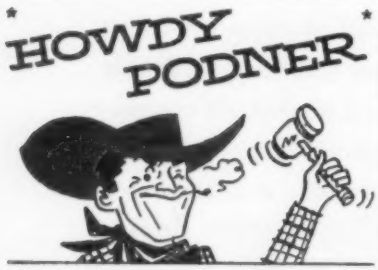
See Advertisement, Page 102

Highway 91 (Phone: 6000)
Manager: Carl J. Williams
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 15 suites available)
Convention Rates: Single: $8 to $15; Double: $10 to $17; Suites: $22 to $40
No. Mtg. Rms. & Capacity of Largest:
No. Banquet Rms. & Capacity of Largest:
Rates for Meals: Breakfast: $1.50; Lunch: from $1.50; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet and Mtg. Rms.: None
Other Equipment Available: PA system, spotlight, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming

Dunes Hotel & Casino

See Advertisement, Page 102

On the Strip (Phone: DUdley 2-7700)
General Manager: J. Carlton Adair
Hotel Manager: Larry Lorimer
Convention Season: All year
Largest Group Accommodated: 350 (180 rooms and 7 suites available)
Convention Rates: Single: $8; Double: $10; Suites: $20



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No. Mtg. Rms. & Capacity of Largest: 2 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Rates for Meals: Breakfast: 70c to $1.50; Lunch: $1.25 to $3.50; Dinner: $3.25 to $6.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors, closed circuit TV, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Fishing, Boating, Skiing, Swimming

Hotel El Cortez

600 Fremont (Phone: 1500)

Manager: Lynn Chase
Convention Season: All year
Largest Group Accommodated: 100 (110 rooms and 3 suites available)
Convention Rates: Single: $7; Double: $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: 95c to $1.45; Lunch: 95c to $1.25; Dinner: $1.55 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Fishing

El Rancho Vegas

Highway 91 (phone: DUdley 2-1300)

Manager: Archie E. Loveland
Reservation Manager: William Miller
Convention Season: All year, except holiday periods
Largest Group Accommodated: 450 (200 rooms and 25 suites available)
Convention Rates: Single: $12 to $15; Double: $24 to $30; Suites: $25 to $75
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf, Horseback riding, Fishing, Tennis

Flamingo Hotel

See Advertisement, Page 103

Highway 91 (Phone: DU 2-4000)

Manager: Tony De Carlo
Convention Season: All year, Sunday through Thursday
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $6 to $20; Double: $8 to $20; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 2 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Horseback riding, Tennis, Golf

Las Vegas Hacienda

See Advertisement, Page 103

Gen. Manager: James A. Wilkinson
Res. Manager: Richard B. Taylor
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: $8; Double: $16; Twin: $18
No. Mtg. Rms. & Capacity of Largest: 5 (850)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 1,000 cars
Sports Facilities: Golf, Swimming

New Frontier Hotel

See Advertisement, Page 102

Highway 91 (Phone: DU 2-7171)
Manager: Jack Walsh
Sales Manager: Bud Lilly
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: $8 to $18; Double: $10 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (800)
No. Banquet Rms. & Capacity of aLrgest: 4 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf

Hotel Riviera

See Advertisement, Page 102

"The Strip"—Highway 91
Manager: Dick Chappell
Sales Manager: L. G. Shoals
Convention Season: All year
Largest Group Accommodated: 400 (312 rooms and 17 suites available)
Convention Rates: Single: $10; Double: $12; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 6 (1000)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Rates for Meals: Breakfast: 50c to $1.65; Lunch: $1.25 to $3; Dinner: $3.50 to $7.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: Projection machinery, closed circuit TV, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 1,000 cars
Sports Facilities: Swimming, golf, horseback riding, boating, fishing

Royal Nevada

Highway 91 (Phone: 7690)

Manager: Dick Chappell
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 4 suites available)
Convention Rates: Single: $10 to $12; Double: $12 to $14; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: to $1.65; Lunch: $1.25 to $3; Dinner: $3.50 to $5.85
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf

Hotel Sahara (HSMA)

See Advertisement, Page 103

Highway 91 (Phone: DU 2-6800)

Manager: Robert J. Glenn
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms and 10 suites available)
Convention Rates: Single: $9 to $15; Double: $12 to $16; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 3 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Rates for Meals: Breakfast: $2.25; Lunch: $3; Dinner: $5.50 to $7 plus tax and tip
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Boating, Skiing

Sands Hotel

See Advertisement, Page 102

Highway 91 (Phone: DU 2-7100)

General Manager: Jack Entratter
Exec. Asst. Manager: Lloyd C. Cope
Convention Season: All year, except summer and holidays
Largest Group Accommodated: 500 (323 rooms and 6 suites available)
Convention Rates: Single: $10 to $16; Double: $12 to $18; Suites: $30 to $75
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $.70 to $1.50; Lunch: $1.70 to $2.50; Dinner: $3.75 to $5.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf

Thunderbird Hotel

See Advertisement, Page 102

Highway 91 (Phone: 5100)

Manager: Joe Shramm
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms and 29 suites available)
Convention Rates: Single: $8 to $12; Double: $10 to $15; Suites $24
No. Mtg. Rms. & Capacity of Largest: 1 (110)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 9,375 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Horseback riding

Tropicana

See Advertisement, Page 103

Highway 91 (Phone: DUdley 2-6850)

Manager: R. O. Cannon
Convention Season: All year, except holiday weekends
Largest Group Accommodated: 400 (175 rooms and 25 suites available)
Convention Rates: Single: $6 to $10; Double: $12 to $18; Suites: $35 to $50
No. Mtg. Rms. & Capacity of Largest: 3 (525)
No. Banquet Rms. & Capacity of Largest: 3 (525)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming

RENO

Railroads: So. Pac.; V. & T.; W.P.
Airlines: UAL, BAL, WAL

CONVENTION BUREAU

Convention Department
P.O. Box 2109
Robert N. Sullivan, Director

Hotel El Cortez

235-241 W. 2nd St. (Phone: FA 2-9161)

Manager: Edward F. Kinney
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Convention Rates: Single: $6 to $7; Double: $9 to $11; Twins: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: $65c Lunch: $1.05; Dinner: $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: 35c all day
Sports Facilities: Golf, Swimming, Tennis, Horseback riding, Skiing

Holiday Hotel

Center & Mill Sts. (Phone: FAirview 9-0411)
Convention Season: All season
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: $9 to $16; Double: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Rates for Meals: Breakfast: $1 to $1.75; Lunch: $1.25 to $2.50; Dinner: $2.50 to $7.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food served
Parking: $1.50 in basement garage
Sports Facilities: Fishing, Hunting, Swimming, Skiing, Golf, Tennis

Mapes Hotel

(Phone: Reno 2-4581)

Gen. Manager: Chas. W. Mapes, Jr.
Manager: W. H. Ramage
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Convention Rates: Single: $8; Double: $10; Twins: $12; Suites: $27
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None when hotel is headquarters for convention
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c
Sports Facilities: Fishing, Hunting, Skiing, Swimming

The Riverside

17 So. Virginia St. (Phone: FAirview 3-2011)

Manager: Lee Frankovich
Convention Season: All year
Convention Rates: Single: $8 to $13; Double: $12 to $25; Suites: $16 to $30
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Swimming pool

NEW HAMPSHIRE

BRETTON WOODS

Railroads: B. & Me.; Me. Cent.

Mount Washington Hotel (HSMA)

See Advertisement, Page 105

(Phone: Bretton Woods 1000)

Manager: Oscar T. Johnson
Convention Season: May 15 to July 1, July 8 to July 15, Aug. 15 to Sept. 1, Sept. 8 to Oct. 15
Largest Group Accommodated: 550 (278 rooms and 6 suites available)
Convention Rates: $16 to $18 per person for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: $2; Lunch: $3.50; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,669 sq. ft. on one floor
Visual Aids Available: Projectors for slides and sound movies
Other Equipment Available: PA system, spotlights, stage
Parking: $1 in garage
Sports Facilities: Golf, Tennis, Swimming, Horseback riding, Bowling, Putting green, Driving range

CRAWFORD NOTCH

Railroads: Me. Cent.

Crawford House Club

Crawford Notch (Phone: Twin Mountain 30)

Manager: Richard Edgerton
Convention Season: June 25 to Oct. 4. Exclusive occupancy groups of 125 to 275 in June and Sept., smaller meetings other times
Largest Group Accommodated: 275 (150 rooms available)
No. Mtg. Rms. & Capacity of Largest: 8 (275)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.75 to $2.50; Dinner: $2 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 35mm motion picture projectors, 35mm slide projector
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Hiking, Swimming, Canoeing

CONVENTION MANAGERS! YOU'LL FIND
more for your money

AT THE INCOMPARABLE
Mount Washington
BRETTON WOODS
NEW HAMPSHIRE

SITE OF THE WORLD FAMED INTERNATIONAL MONETARY CONFERENCE

Welcome to a world where every service you can possibly foresee has been anticipated and prepared for you in advance. We pride ourselves in offering you the most attentive convention staff in the business . . . and such facilities as:

- 1000 capacity Grand Ballroom
- Room accommodations for 800
- 10 large size meeting rooms
- Internationally famous cuisine

MORE FACILITIES
MORE BUSINESS ROOMS
MORE ASSISTANCE
MORE COOPERATION
MORE EFFICIENCY

. . . and more recreation, including our Championship Golf Course!

Write today for full description of our attractive convention rates and facilities, to
JAMES J. CARROLL, Gen'l. Mgr., Bretton Woods, N. H.
JOHN HENNESSY, Mgr. Winter Office, Waldorf Astoria, N. Y. C.
Convention Season May 30th to October 1st

NEW HAMPSHIRE
continued

DIXVILLE NOTCH

The Balsams (HSMA)

See Advertisement, Page 106

(Phone: 9010)
Manager: William E. Brown
Convention Season: June to October
Largest Group Accommodated: 500 (275 rooms, 10 suites and 2 cottages available)
Convention Rates: Single: $18; Double: $28 to $32; Parlors: $12. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: 36 mm., 16 mm. projectors, screens
Other Equipment Available: PA systems, spotlights, stage
Parking: Free lot; $1 in garage
Sports Facilities: Golf, Tennis, Bowling, Swimming, Fishing, Putting, Badminton, Shuffleboard

MANCHESTER

Railroads: B. & Me.
Airlines: NEA

Hotel Carpenter (HSMA)

323 Franklin St. (Phone: 5-5422)
Manager: Herbert Brewster
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $3 to $7.35; Double: $5.85 to $10.60
No. Mtg. Rms. & Capacity of Largest: 4 (355)
No. Banquet Rms. & Capacity of Largest: 4 (355)
Rates for Meals: Breakfast: 75c to $1.10; Lunch: 75c to $1.60; Dinner: $1.90 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rm.: $5 to $80
Net Exhibit Space: 3,500 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: 75c to $1
Sports Facilities: Golf course in city

PIKE

Railroads: B. & M.

Lake Tarleton Club

Manager: Ben Kellogg
Sales Manager: Joe L. McKible
Convention Season: June 10 to Sept. 10, except July & August
Largest Group Accommodated: 450 (200 rooms and 20 suites available)
Convention Rates: Single: $15 to $20; Double: $30 to $38; Suites: $40 to $50; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Theatre, complete stage and theatre equipment for movies as well as stage presentation
Other Equipment Available: PA system, spotlights, stage, Outdoor pine grove for meetings
Parking: Free facilities
Sports Facilities: Golf, Putting course, 9-hole clock, Tennis, Baseball, Handball, Riding range, Horses and buggys, Badminton, Bathing beach, Boating, Water skiing

PORTSMOUTH

Railroads: B. & Me.

Wentworth Hotel

(Phone: 4000)
Manager: James Barker Smith
Sales Manager: William C. Walton
Convention Season: Mid May to October 6 except July and Aug.
Largest Group Accommodated: 475 (230 rooms & 12 suites available)
Convention Rates: Single: $15; Double: $26, $28, $30; Parlors: $10 to $15; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16mm and 35mm projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 in garage
Sports Facilities: Pitch 'n putt course, Tennis, Boating, Horseback riding, Golf, Swimming

RANDOLPH

Railroads: B. & M.

The Ravine House

(Phone: Gorham 320)
Owner-Manager: Mrs. James W. Shea
Convention Season: Mid-June to July 4, Labor Day to mid Oct.
Largest Group Accommodated: 60 (35 rooms available)
Convention Rates: Single: $10 to $12; Double: $20 to $24. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Shuffleboard, Tennis, Croquet, Ping Pong, Putting

SUGAR HILL

Railroads: B. & Me.

Sunset Hill House (HSMA)

(Phone: Franconia 3-6411)
Manager: Warren R. Swift
Convention Season: June, Sept., Oct.
Largest Group Accommodated: 300 (175 rooms and 10 suites available)
Convention Rates: Single: $14 to $18; Double: $26 to $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 9,000 sq. ft.
Visual Aids Available: 16mm movie machine complete
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Horseshoes, Putting green, Croquet, Bowling, Billiards, Shuffleboard

WHITEFIELD

Railroads: B. & Me.; M.C.

The Mountain View House

Mountain View Rd. (Phone: 7-2511)
Manager: Mrs. Mary B. Silk
Resident Manager & Sales Manager: Frank S. Dodge, Jr.
Convention Season: Prior to June 20 and after Oct. 12
Largest Group Accommodated: 360 (195 rooms available)
Convention Rates: Single: $16; Double: $28
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1 per night in garage
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Putting

NEW JERSEY

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. . . at the Berkeley where everything is geared to make your sales meeting a big success.

The Berkeley—within easy traveling distance from New York and Philadelphia—offers facilities for meetings of 6 or conventions of 600 in an atmosphere conducive to concentration. Many social activities for after-business fun. All dining and meeting rooms and many bedrooms air-conditioned.

For full information, write or phone Mr. C. Conrad Stuart, Sales Manager—PRospect 5-5000 or WOrth 2-4018 in New York

HOTEL
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ON THE OCEAN AT ASBURY PARK, N. J.
Only one hour from New York

Where else in this wide, wide world as wonderful!

THE **Balsams**

DIXVILLE NOTCH • NEW HAMPSHIRE

White Mountain 3000 acre resort with every convention facility at no extra charge

- Accommodates 500 from June 15 to July 15 & August 15 to October 15; 100 from July 15-August 15
- 8000 sq. ft. exhibit space, PA system, all visual aids, stage
- Banquet facilities for 550, 10 spacious Conference Rooms
- Fine cuisine, 3 cocktail lounges
- All sports — 18 hole course, fishing, swimming, etc.

For rates and details write or phone: Wm. E. Brown, Mgr., Dixville Notch, N. H. Dixville 9010

ASBURY PARK

Railroads: PRR.; J.C.; N.Y. & Long Br.
Airlines: AAA

Berkeley-Carteret Hotel (HSMA)

See Advertisement, Page 106

Ocean Ave. (Phone: 2-5000)
Manager: C. Chambers
Sales Manager: C. Conrad Stuart
Convention Season: All year. Small groups only during July and Aug
Largest Group Accommodated: 650 (400 rooms and 20 suites available)
Convention Rates: Single: $6 to $10; Double: $10.50 to $15; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: 75c to $2.50; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 250 bedrooms.
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Screens, easels, projection equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 a day on private lot on grounds
Sports Facilities: Golf, Swimming, Riding

ATLANTIC CITY

Railroads: PRR; P.-R. S. S.
Airlines: EAL, AAA

CONVENTION BUREAU

Atlantic City Convention Bureau
16 Central Pier
Wayne Stetson, Manager

AUDITORIUM

Atlantic City Convention Hall

2309 Boardwalk (Phone 4-3081)

Manager: Philip E. M. Thompson
Exhibit Areas: Main Hall, 156,802 sq. ft.; Ballroom, 23,000 sq. ft.; lower level, 97,488 sq. ft.
Rental Fees and Services: Basic rental for meetings—$2,500 a day for Arena; Ballroom: $500 for day or evening; $750 for day and evening; 25c per sq. ft. for exhibitions. Services include light, heat, use of booths and original chair set up.
Floor Load: 250 lbs. per sq. ft. **Ventilation:** Ballroom, air conditioned; Main hall, fans
Ceiling Height: Ballroom, 60 ft.; Main Hall, 135 ft.; lower level, 10 ft. 2 ins. to 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight entrances, 25 ft. wide by 20 ft. high; main entrance, 54 ft. wide.
Elevators and Capacities: Two 5-ton; two 25-ton
Columns: None except in lower level, 2 ft. sq. at 20 ft. intervals
Utilities: All currents and all utilities
Loading Facilities: Loading platforms on each side of building; railroad siding on two sides
Storage Areas: Depends on occupancy
Meeting Rooms and Capacities: 21 with capacity 100 to 1,000; Ballroom, 4,400; arena, 32,000
Facilities for Food Functions and Banquets: Portable restaurant; banquets up to 10,000
Parking Facilities: 500 cars in lower level; numerous lots nearby
Distance for Business District: In center of business district

The Ambassador (HSMA)

Boardwalk at Stenton Ave. (Phone: 5-4141)

Manager: John Nolan
Sales Manager: Betty Torpey
Convention Season: All year
Largest Group Accommodated: 1,500 (650 rooms and 52 suites available)
Convention Rates: Single: $6 to $18; Double: $8 to $20; Suites: $20 to $45
No. Mtg. Rms. & Capacity of Largest: 18 (550)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None, when headquarters hotel
Net Exhibit Space: 60,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2 overnight
Sports Facilities: Golf, Fishing, Swimming, Boating, Indoor pool, Ice skating

Chalfonte-Haddon Hall (HSMA)

See Advertisement, Page 108

No. Carolina Ave. & Boardwalk (Phone: 4-0141)

Manager: Joseph I. McDonell
Director of Sales: E. D. Parrish
Convention Season: All year
Largest Group Accommodated: 1,400 (1,000 rooms and 75 suites available)
Convention Rates: Single: $7 to $11; Double: $10 to $24; Suites: $30 to $46. Based on European plan.
No. Mtg. Rms. & Capacity of Largest: 30 (1,800)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: $2.25; Lunch: $3 to $4.50; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms

HERE ARE CANDIDATES FOR INTEGRATION . . . .

Carlton King

Prince Hara

Tom Tucker

Betty Tucker

Zippy

AND THERE ARE MANY MORE!

The trend in modern sales meetings and conventions is toward clever integration of unusual, versatile professional entertainers with the themes of the meetings. Convention and meeting planners find that, where such integration is used, the interest level is immediately raised and that those in attendance easily recall important highlights of the business sessions . . . this is so because we've added showmanship through integration.

Make Your Meeting or Convention Come Alive . . . Integrate Professional Talent!

Clifton ENTERTAINMENT BUREAU
Providing Professional Talent Music & Speakers Since 1921

RICHARD C. LYONS, Manager MAPLEWOOD, N. J. SOuth Orange 2-6635

THE
CLARIDGE
HOTEL
ATLANTIC CITY

EVERYTHING REQUIRED—EVERYTHING DESIRED FOR SUCCESSFUL CONVENTIONS!

Seventeen meeting rooms — climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

A choice of 400 spacious rooms—majority overlooking the ocean—each with private tub and shower, fresh and sea water—music for dancing twice daily.

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Vice President & General Manager
ADA TAYLOR
Director of Sales
STANLEY B. CAMPBELL
Sales Manager
Telephone Atlantic City 5-1271

The Dennis

has recently completed an extensive construction program resulting in an improved hotel entrance and Front Office as well as a new coffee shop and the FJORD ROOM — Atlantic City's smartest cocktail bar. Dancing and entertainment nightly.

We also offer

. . . 10 modern meeting rooms for 10 to 400 persons

. . . Atlantic City's most convenient ocean front location. 3 minutes from Convention Hall. 5 minutes from the railway station

. . . 500 immaculate, beautifully appointed guest rooms, many with ocean view. Singles from $8; doubles from $11

For additional information write John E. Leishman, Director of Sales

Hotel DENNIS
Boardwalk at Michigan Avenue
ATLANTIC CITY
4-8111

The Outstanding Convention Address

CHALFONTE-HADDON HALL

ON THE BOARDWALK

ATLANTIC CITY, N. J.

The meeting and banquet rooms in number, variety and seating capacity, compare favorably with those of the largest hotels in the United States.

Haddon Hall

ROOM	FLOOR	SEATING	DINING	SIZE
Card Room	Main Lobby	60	No	39′ 7″ x 17′ 0″
Library	" "	40	No	35′ 6″ x 16′ 6″
Total public space	*Main Lobby*			25,692 Sq. Ft.
Vernon Room	Lounge	900	600	51′ 0″ x 103′ 6″
Garden Room	"	250	150	33′ 6″ x 51′ 0″
Combined Total	*Lounge*	*1150*	*750*	
Solarium	Lounge	175	128	22′ 0″ x 66′ 0″
Pavilion	"	75	48	13′ 0″ x 52′ 0″
A	"	18	12	10′ 0″ x 19′ 0″
Sun Porch	"	175	90	91′10″ x 17′ 1″
Wedgwood Area	"		1200	13,400 Sq. Ft.
Total public space	*Lounge*			43,755 Sq. Ft.
Rutland Room	Upper Lounge	500	360	45′ 3″ x 85′ 9″
134	" "	20	12	13′ 6″ x 21′ 0″
Bakewell Room	" "	60	48	28′ 5″ x 18′ 9″
Rowsley Room	" "	50	32	26′10″ x 13′11″
Total public space	*Upper Lounge*			5,211 Sq. Ft.
Viking Theater	Tower Floor	415	No	45′ 6″ x 56′ 0″
West Room	" "	350	234	45′ 7″ x 50′ 0″
Tower Room 1333	" "	50	40	22′ 0″ x 24′ 6″
Tower Room 1335	" "	35	16	15′ 0″ x 24′ 6″
Tower Room 1337	" "	50	40	22′ 0″ x 24′ 6″
Tower Room Combined		*150*	*120*	
1332	Tower Floor	20	12	14′ 9″ x 20′ 0″
Mandarin Room	" "	125	88	16′ 0″ x 59″ 4″
1344	" "	60	48	20′ 0″ x 30′ 0″
1367	" "	20	No	15′ 0″ x 18′ 6″
Total public space	*Tower Floor*			8,320 Sq. Ft.
Navajo Room	15th Floor	125	48	16′ 0″ x 59′ 0″
Television Room	" "	125	48	16′ 0″ x 59′ 0″

Chalfonte

ROOM	FLOOR	SEATING	DINING	SIZE
Blue Room	Main Lobby	90	70	24′ 4″ x 33′ 7″
Roberts Room	" "	135	90	24′ 4″ x 41′ 4″
Carolina Room	Lounge	1800	1200	134′ 5″ x 81′ 4″
Music Room	"	400	No	38′ 5″ x 78′ 9″
Vauxhall Room	"	60	No	39′ 9″ x 15′ 8″
Marine Room	"	40	No	19′ 2″ x 29′ 3″
71	"	25	No	16′ 0″ x 14′ 0″
72	"	25	No	16′ 0″ x 14′ 0″
Zodiac Room (A)	"	60	48	41′ 7″ x 14′ 7″
Zodiac Room (B)	"	60	48	35′ 4″ x 14′ 7″
Total exhibit space available, exclusive of Main Lounge				16,572 Sq. Ft.

EQUIPMENT AVAILABLE at CHALFONTE-HADDON HALL

Auto Lift
5000 lb. capacity

Blackboards
Portable

Broadcasting Equipment and Facilities

Closed Circuit TV

Desks
Registration
Typewriter
Executive
Desk Pads

Display Panels
4′ x 6′, 6′ x 6′, 8′ x 6′

Easels

Flags
American
Canadian
Maryland
New Jersey
Pennsylvania
All other (one week's notice)

Lecterns (Lighted)
Table
Imperial

Pointers
Electric and School Room

Projectors
35MM. Simplex and DeVry Carbon Arc
Motion Picture Projection Equipment
16MM. Ampro Carbon Arc Sound Projectors
16MM. Bell & Howell, Ampro & DeVry 1000 Watt Sound Projectors
American Optical Slide Projectors
Spencer (3¼ x 4″) 500W Slide Projectors
Eastman Kodamaster 2 x 2″ Slide Projectors
Beseler Master Vu-Graf Projectors
Opaque Projectors
Film Strip & Sound Slide Film Projectors
8MM. Motion Picture Projectors
Strong Hi-Intensity Carbon Arc Slide Projector
Continuous 16MM. Sound Projectors

Public Address Systems
25W
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Loud Hailer
"Walkie Talkie" Transmitter and Receiver

Recorders
Tape
Disk

Record Players
All speeds

Screens
Principal rooms equipped—sizes up to 11′ x 14′

Signs
Removable letter
Sign Standards

Spotlights
Incandescent 2000 to 3000 W. Carbon Arc—High Intensity
Reflector Spots—150W

Tables
4′ x 6′ Folding
3′ x 5′ Library
18″ x 72″ Folding
(For school room set-ups)
30″ x 72″ Folding
30″ x 96″ Folding
48″ Folding (Round)
60″ Folding (Round)

TelePrompter

Transcription Playbacks

Leeds and Lippincott Company

Ownership-Management for 66 years

NEW JERSEY
Atlantic City continued

Chelsea Hotel

Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 52,000 sq. ft., 24,400 sq. ft. of which is on one floor
Visual Aids Available: 16 & 35mm., 2 x 2 and 3¼ x 4 slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Swimming, Fishing, Tennis, Water Skiing, Sailing, Volley Ball, Hunting, Ice skating, Squash, Bowling

Chelsea Hotel

Morris & Boardwalk (Phone: 4-1251)

Manager: Dominic Joseph
Sales Manager: Benjamin R. Fox
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms available)
Convention Rates: Single: $6 to $12; Double: $8 to $16; Suites: $24 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Rates for Meals: Breakfast: from 60c; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: If large convention, none.
Net Exhibit Space: 70,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours
Sports Facilities: Swimming

The Claridge Hotel (HSMA)

See Advertisement, Page 107

Park Place & Boardwalk (Phone: 5-1271)

Vice-Pres.-Manager: George B. Bruni
Director of Sales: Ada Taylor
Sales Manager: Stanley B. Campbell
Convention Season: All year, except over holidays, and weekends during summer
Largest Group Accommodated: 700 (350 rooms and 32 suites available)
Convention Rates: Single: $7 to $15; Double: $11 to $19; Suites: from $32
No. Mtg. Rms. & Capacity of Largest: 10 (950)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Rates for Meals: Breakfast: from $2.25; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Two rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 16,601 sq. ft., including 14,051 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, 2 x 2 and 3¼ x 4¼ projectors, 2 screens
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours
Sports Facilities: Swimming, Golf, Fishing, Tennis, Horseback riding, Boating

Hotel Dennis (HSMA)

See Advertisement, Page 107

Boardwalk & Michigan Ave. (Phone: 4-8111)

Manager: Walter J. Buzby II
Sales Manager: John E. Leishman
Convention Season: All year, except July and August
Largest Group Accommodated: 500 (300 rooms and 8 suites available)
Convention Rates: Single: $7 to $12; Double: $10 to $22; Suites: $35 to $45
No. Mtg. Rms. & Capacity of Largest: 12 (450)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Some banquet & meeting rms.
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm projector, screens
Other Equipment Available: PA system, spotlights
Parking $2 per night
Sports Facilities: Bathing, Fishing, Golf nearby

Hotel Jefferson (HSMA)

See Advertisement, Page 109

S. Kentucky Ave. (Phone: 5-0141)

Manager: Charles A. Fetter
Sales Manager:
Convention Season: All year
Largest Group Accommodated: 400 (243 rooms)
Convention Rates: Single: $4 to $10; Double: $5 to $14; Suites: $18 to $36. Rates are seasonal
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Rates for Meals: Breakfast: from 60c; Lunch: from 60c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Bedrooms, banquet and some meeting rooms
Charges for Banquet & Mtg. Rms.: None, if hotel is headquarters
Net Exhibit Space: 8,875 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Swimming, Horseback riding, Fishing, Golf

President Hotel (HSMA)

Boardwalk at Albany Phone: 4-5151

Gen. Manager: Alexander Berman
Sales Manager: Lois H. Steckel
Convention Season: All year, except July or Aug.
Largest Group Accommodated: 400 (175 units, including 50 suites available)
Convention Rates: Single: $5; Double: from $8; Suites: from $10
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: from $2.50; Dinner: $2.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—$1.25, garage—$1.50
Sports Facilities: Swimming pool, Shuffleboard, Beach, Bathing

Ritz-Carlton Hotel (HSMA)

See Advertisement, Page 109

Iowa Ave. & Boardwalk (Phone: 4-3051)

Manager: Michael T. McGarry
Sales Manager: L. F. Fitzpatrick
Convention Manager: Jeanne L. Smith
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and some suites available)
Convention Rates: Single: $6 to $14; Double: $8 to $18; Suites: from $35
No. Mtg. Rms. & Capacity of Largest: 12 (1,500)
No. Banquet Rms. & Capacity of Largest: 13 (1,100)
Rates for Meals: Breakfast: from $2.50; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 28,997 sq. ft. 8,428 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 daily
Sports Facilities: Bathing, Horseback riding, Sun deck

The Senator (HSMA)

166 S. So. Carolina Ave. (Phone: 5-2206)

Sales Manager: Miss Blanche Carroll
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms and 2 suites available)

The **RIGHT** Hotel... in a Great Convention City!

Ritz-Carlton

ON THE BOARDWALK...ATLANTIC CITY

The Ritz-Carlton's very own, **BRAND NEW** Convention Hall adjoins the hotel, right on the Boardwalk . . . capacity: 1500 persons. It's smart, spacious and efficient with every facility to assure convention success. Top-fidelity public address systems augment the perfect acoustics... complete banquet facilities... smaller rooms for the smaller meetings.

And... here's some extras: the Ritz is the nearest hotel to the famed Atlantic City Auditorium ... it's the home of the wonderful Merry-Go-Round Room for fun and relaxation... all Ritz rooms have ocean view—no "inside" rooms!

Write, or phone Atlantic City 4-3051
MICHAEL T. McGARRY
V.P. & General Manager

the Jefferson hotel

ATLANTIC CITY, N. J.

Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
- BANQUET ROOM — seating 1230 persons.
- SEPARATE MEETING ROOMS accommodating 35 to 350 persons.
- EXHIBIT SPACE of over 13,000 square feet.
- SOUNDPROOF, AIR-CONDITIONED auditorium.
- 468 COMFORTABLE ROOMS in the Jefferson and its sister hotels.
- EXPERIENCED STAFF to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.

Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

NEW JERSEY
Atlantic City continued

No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner, from $2.50
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 32,400 sq. ft.
Visual Aids Available: Moving picture equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Beach, Bathing

The Shelburne (HSMA)

Michigan Ave. & Boardwalk (Phone: 4-8131)
Manager: Joseph M. Hitzel, Jr.
Director of Sales: Marcus Ford
Convention Season: Sept. to July
Largest Group Accommodated: 600 (300 rooms and 25 suites available)
Convention Rates: Single: $7 to $23; Double: $10 to $25; Suites: from $38
No. Mtg. Rms. & Capacity of Largest: 10 (1000)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3.50; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Bedrooms, Banquet and meeting rooms
Net Exhibit Space: 10,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2
Sports Facilities: Ocean and beach, Boating, Golf, Horseback riding, Tennis.

Traymore Hotel (HSMA)

(Phone: 4-3021)
Manager. Harold E. Baggs
Sales Manager: Mary Holmes
Convention Season: All year
Largest Group Accommodated: 1,000 (580 rooms and 50 suites available)
Convention Rates: Single: from $8; Double: from $10; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,100)
No. Banquet Rms. & Capacity of Largest: 3 (900)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 40,000 sq. ft. on one floor, with automobile ramp
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours
Sports Facilities: Beach, Swimming, Fishing, Boating

CAMDEN

Railroads: PRR; P. R. S. S.

Walt Whitman Hotel (HSMA)

Broadway & Cooper St. (Phone: Woodlawn 4-5700)
Manager: Jack Nagel
Sales Manager: Annetta T. Nagel
Convention Season: All year
Largest Group Accommodated: 200 (175 rooms and 5 suites available)
Convention Rates: Single: $5.50; Double: $9.50; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.25; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $5
Net Exhibit Space: 15,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage (12' x 20')
Parking: $1.25 overnight in garage; 60c outdoors
Sports Facilities: Golf, Tennis, Swimming, Bowling

ELIZABETH

Railroads: PRR; B. & O.; J.C.

Elizabeth Carteret Hotel (HSMA)

1155 E. Jersey St. (Phone: Elizabeth 3-4000)
Manager: Douglas F. Murray
Banquet Manager: William Lorch
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 10 suites available)
Convention Rates: Single: $4.50 to $5.50; Double: $7 to $8; Suites: $10.50 to $15
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: $1.60; Lunch: $2.25; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: $40
Net Exhibit Space: 2,928 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: 25c per day

HADDONFIELD

Railroads: Penna.; P.R.S.S.

Cherry Hill Inn (HSMA)

Route 38 at Haddonfield Rd. (Phone: MErchantville 8-7200)
Manager: E. R. Clausen
Sales Manager: Harry Anderson
Sales Manager: J. A. O'Connor
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $7 to $12; Double: $10 to $18
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: 85c to $2.25; Lunch: $1.75 to $4; Dinner: $5 to $9
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, shuffleboard, horseback riding, swimming

JERSEY CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; N.J. & N.Y.; N.Y.C.; N.Y.S. & W.; PRR

Hotel Plaza (HSMA)

91 Sip Ave. (Phone: Journal Square 2-0100)
Manager: Samuel Forrest
Sales Manager: Miss Margaret Hill
Convention Season: All year
Largest Group Accommodated: 100 (65 rooms)
Convention Rates: Single: $4 to $5.50; Double: $7.50 to $8.50; Suites: $11
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: 45c to 95c; Lunch: $1.25 to $1.85; Dinner: $1.90 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $7 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight

LAKEWOOD

Railroads: J.C.

Laurel In The Pines

Lake Drive (Phone: Lakewood 6-8000)
Manager: Charles Seiden
Convention Season: Nov. to May 1, excluding holidays
Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $19 to $26; Double: $32 to $42. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (800)
No. Banquet Rms. & Capacity of Largest: 2 (800)
Liquor: Served in hotel
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Ice skating, Golf, Carriage rides, Horseback riding, Basketball, Tennis

LONG BRANCH

Railroads: Penna., J. C., N. Y. & L. B.

Hollywood Hotel

(Phone: 6-1420)
Owner-Manager: Irving Cohen
Convention Season: June 20 to July 1 and after Labor Day
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Double: $32 to $36. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 120 bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Basketball, Swimming, Pitch & Putt, Golf

NEWARK

Railroads: D.L. & W.; Erie; PRR; J.C.; L.V.; H. & M.
Airlines: AAL, TWA, EAL, UAL, CAP, NAL, AAA

Douglas Hotel (HSMA)

15 Hill St. (Phone: Mi 2-5100)
Manager: Robert J. Loughlin
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 7 suites available)
Convention Rates: Single: from $5.25; Double: from $8.75; Suites: $15.00
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.25; Dinner: from $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: from $20
Other Equipment Available: PA system, spotlights
Parking: $1.50 overnight
Sports Facilities: New York City 7 miles away

Essex House

1050 Broad St. (Phone: Mitchell 2-4400)
Manager: James T. Cassell
Sales Manager: Horace Banker
Convention Season: All year
Largest Group Accommodated: 175 (75 rooms and 5 suites available)
Convention Rates: Single: $4.50; Double: $7.50; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,200)
Rates for Meals: Breakfast: 60c to $1; Lunch: $1.35 to $1.85; Dinner: $2.35 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Motion picture projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c

Robert Treat Hotel (HSMA)

50 Park Place (Phone: Market 2-1000)
Manager: Stanley J. Akus
Sales Manager: Jack B. D. Still
Convention Season: All year
Largest Group Accommodated: 650 (250 rooms and 8 suites available)
Convention Rates: Single: $6 to $10; Double: $9 to $15; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: from 55c; Lunch: from $1.10; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $10
Net Exhibit Space: 8,000 sq. ft. on two floors
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c; garage—$1.50

NEW BRUNSWICK

Railroads: PRR; Raritan

Roger Smith Hotel

See Advertisement, Page 111
18 Livingston Ave. (Phone: Charter 7-6000)
Manager: Edward R. Roberts
Convention Season: All year
Largest Group Accommodated: 100

Convention Rates: Single: $4.75 to $9.50; Double: $6.75 to $12.50; Suites: $13.50 to $17.50
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from $1.35; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Bedrooms, dining rooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights
Parking: $1 overnight
Sports Facilities: Swimming and Golf

PATERSON

Railroads: Erie; D.L. & W.; N.Y.S. & W.

Alexander Hamilton Hotel

66 Church St. (Phone: SHerwood 2-8000)
Manager: Walter T. Brazell
Convention Season: All year
Largest Group Accommodated: 600
Convention Rates: Single: $5.50; Double: from $9.25; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (400)
Rates for Meals: Breakfast: from 50c; Lunch: from 95c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 20 bedrooms
Net Exhibit Space: 6,000 sq. ft.
Visual Aids Available: Blackboards
Other Equipment Available: PA system
Parking: $1.50 for 24 hours indoors; $1.10 outdoors

PLAINFIELD

Railroads: J.C.; B. & O.

Park Hotel (HSMA)

123 E. 7th St. (Phone: Plainfield 6-3400)
Manager: C. Brier
Banquet Manager: A. Blake
Convention Season: All year
Largest Group Accommodated: 150 (90 rooms and 10 suites available)
Convention Rates: Single: $6.00 to $6.50; Double: $9 to $12.50; Suites: $16 to $24
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $2.75. Banquet prices from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet rooms and bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 2,730 sq. ft. on one floor
Visual Aids Available: Podiums, blackboards
Other Equipment Available: PA system, spotlights, stage (40' x 30')
Parking: Free facilities
Sports Facilities: Golf clubs

PLEASANTDALE

Railroads: See Newark (30 minutes from Newark)
Airlines: See Newark

The Goldman

Pleasantdale (Phone: Redwood 1-4400)
Sales Manager: Arthur Goldman
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms available)
Convention Rates: Single: $16 to $20; Double: $24 to $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Handball, Shuffleboard, Baseball, Volleyball, Basketball, Archery, Tennis, Swimming

PRINCETON

Railroads: PRR

Nassau Tavern Hotel

Palmer Square (Phone: Princeton 1-2040)
Manager: George P. Washko
Sales Manager: Janet Oliver
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms and 7 suites available)
Convention Rates: Single: $7; Double: $12; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None if rooms and meals added
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Lot nearby 50c overnight
Sports Facilities: Golf

The Princeton Inn (HSMA)

(Phone: 1-5200)
Manager: G. Bland Hoke
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 3 suites available)
Convention Rates: Single: $14 to $18; Double: $24 to $30; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3900 sq. ft. on one floor
Other Equipment Available: Spotlights
Parking: Facilities available
Sports Facilities: 18 hole golf course adjacent

SPRING LAKE BEACH

Railroads: PRR; V.C.; N.Y. & L. Br.

The Monmouth Hotel

(Phone: Gibson 9-5000)
Manager: James J. Farrell
Resident Manager: Felix H. Standen
Convention Season: Mid-June to July, after Labor Day
Largest Group Accommodated: 400 (250 rooms available)
Convention Rates: Single: $22; Double: $34; Suites: $50; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Private beach, Tennis, Golf putting green, 2 18-hole golf courses nearby

TRENTON

Railroads: PRR; Read; T.-P. Traction

Hildebrecht Hotel (HSMA)

27 W. State St. (Phone: EXport 2-2111)
Manager: Robert K. McPherson
Convention Season: All year
Largest Group Accommodated: 250 (180 rooms and 25 suites available)
Convention Rates: Single: $5.50 to $8; Double: $8.50 to $12; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.25. Tip 15% of check.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 65 bedrooms, ball room air-cooled
Net Exhibit Space: 7,380 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night
Sports Facilities: Golf

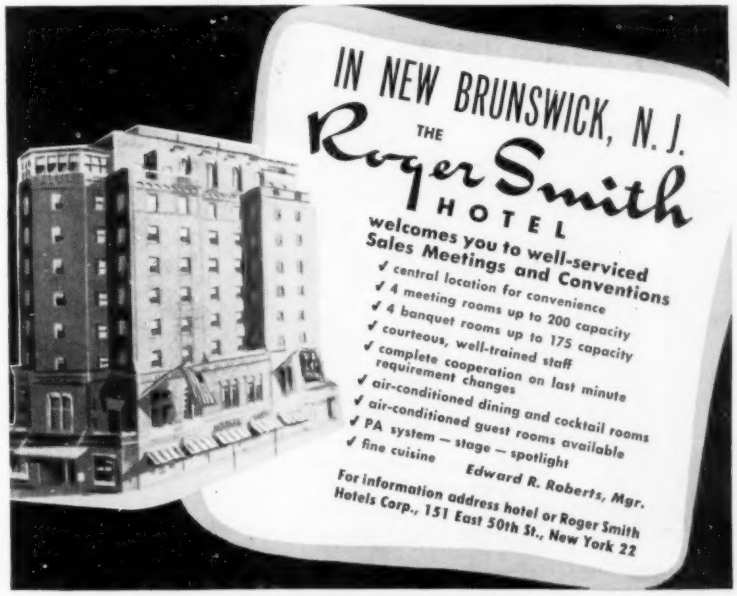
Stacy-Trent Hotel (HSMA)

49 W. State St. (Phone: 2-3131)
Manager: L. W. Osterstock
Sales Manager: Carl Knudsen
Convention Season: All year
Largest Group Accommodated: 550
Convention Rates: Single: $5.75 to $8.50; Double: $8.75 to $12; Suites: $22 to $25
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet rooms, 50 bedrooms, 2 meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, stage
Parking: $1.25 pickup and delivery service, 75c if no service required.

NEW MEXICO

ALBUQUERQUE

Railroads: A.T. & S. Fe
Airlines: TWA, CAL, PAL, FAL



NEW MEXICO
Albuquerque continued

Most popular
Meeting and Convention Site
in the Southwest

FACILITIES
- Entire hotel completely air conditioned
- Meeting rooms accommodating from 6 to 600 for meetings or food service
- Located in main business area, convenient to all transportation facilities
- Adequate exhibit space
- Write for our free descriptive literature showing facilities and suggested menus.

the HILTON HOTEL
ALBUQUERQUE, NEW MEXICO
MORT ODELL, Mgr. C.N. HILTON, Pres.

Alvarado Hotel
110 First St. (Phone: 3-6671)

Manager: Fred F. Witteborg
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 5 suites available)
Convention Rates: Furnished on request
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 75c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Bedrooms, suites, restaurants & mtg. rms. except one
Charges for Banquet & Mtg. Rms.: $10 to $75 for meeting rooms; no charge for banquet rooms
Net Exhibit Space: 3,910 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.05 for 24 hours on lot ½ block from hotel
Sports Facilities: Golf, Swimming, Tennis, Riding, Skiing

Hilton Hotel
See Advertisement, Page 112

(Phone: 3-4421; Teletype: AQ-85)

Manager: Mort Odell
Sales Manager: John B. Williams
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms and 5 suites available)
Convention Rates: Single: $7.50; Double: $9; Suites: $22
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night, $2 for 24 hours
Sports Facilities: Golf, Swimming, Tennis, Riding, Skiing

GALLUP
Railroads: A.T.&S.Fe.
Airlines: FAL

El Rancho Hotel
See Advertisement, Page 120

Highway 66 (Phone: 650)
Manager: Martin L. Hanks
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms and 25 suites available)
Convention Rates: Single: $5; Double: $7.50 to $8.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (155)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage (20' x 20')
Parking: Free facilities
Sports Facilities: Golf

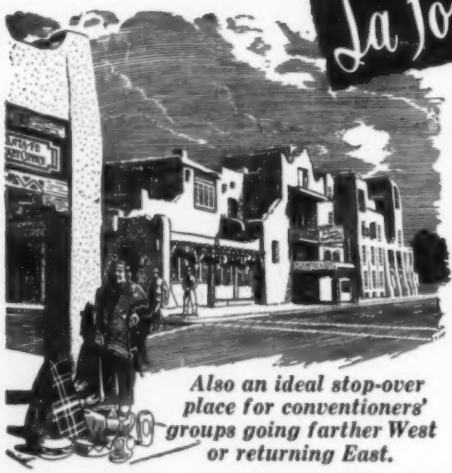
SANTA FE
Railroads: Santa Fe
Airlines: CAL, PAL, TWA

The Bishop's Lodge
Bishop's Lodge Rd. (Phone: 3-6378)
Manager: James R. Thorpe, Jr.
Convention Season: September 15 to June 15
Largest Group Accommodated: 125 (55 rooms and 12 suites available)
Convention Rates: Single: $16 to $22; Double: $28 to $34; Suites: from $36.
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft.
Visual Aids Available: Projectors, screens, blackboards 3¼ x 4¼; 2x2; opaque
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 100 cars
Sports Facilities: Golf, tennis, shuffleboard, riding, swimming, hunting, fishing, skiing in season

LaFonda Hotel
See Advertisement, Page 112

100 San Francisco St. (Phone: Santa Fe 3-5511)
Manager: John D. Govrin
Convention Season: from after Labor Day to June 30 (small meetings the year round)
Largest Group Accommodated: 280 (216 rooms including 11 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $14; Suites: $25 to $45
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 75c to $2; Lunch: 95c to $2.50; Dinner: $2.50 to $6.50; Banquet: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 984 sq. ft. on one floor
Visual Aids Available: 16mm movie projector equipment
Other Equipment Available: PA system
Parking: 25c 1st hour, $1 for 24 hrs.
Sports Facilities: Golf, Fishing, Hunting, Riding, Skiing, Sightseeing

there is nothing like *La fonda* for meetings and conventions



Also an ideal stop-over place for conventioners' groups going farther West or returning East.

The famous Fred Harvey Hotel in sunny Santa Fe
New Mexico

is now available for meetings—up to 280 from after Labor Day to June 30, for smaller conferences, the year 'round. Renowned for its Spanish-Indian atmosphere, friendly informality and fine cuisine, La Fonda provides a unique background for memorable meetings. Meeting Rooms, Banquet Facilities. Ideal year-'round climate. Sightseeing trips into the Indian Country, curio shopping, golf, fishing, hunting, skiing.—Santa Fe Railroad, Continental and TWA Air Lines.—Write Manager J. D. Garvin.

PHONE: 3-5511
TELETYPE: SANTA FE NM 5861

NEW YORK

ALBANY
Railroads: N.Y.C.; D. & H.
Airlines: AAL, TWA, CAI

CONVENTION BUREAU
Albany Convention & Visitors Bureau
74 Chapel St.
Fred S. Daiger, Executive Director

Dewitt Clinton Hotel (HSMA)
State & Eagle Sts. (Phone: 4-6111)
Manager: John J. Hyland
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms and 16 suites available)
Convention Rates: Single: from $7; Double: from $8.50; Suites: $20 to $40
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates for Meals: Breakfast: $2; Lunch: from $2.50; Dinner: from $3.50—plus tip. Set menu in private room
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, many bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golfing, Fishing, Swimming

Sheraton-Ten Eyck Hotel (HSMA)

See Advertisement, Page 7

87 State St. (Phone: Albany 4-1111)
Manager: Morgan J. Smith
Sales Manager: Harry E. Fear
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 21 suites available)
Convention Rates: Single: $6 to $10; Double: $9 to $15; Suites: $15 to $40
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75 to $4.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,200 sq. ft.
Visual Aids Available: Closed circuit TV—internal & external
Other Equipment Available: PA system, spotlights, stage, portable stage
Parking: Free facilities

BINGHAMTON

Airlines: Colonial, Mohawk, TWA
Railroads: Erie; D. L. & W.; D. & H.

Arlington Hotel (HSMA)

134 Chenango St. (Phone: 4-3211)
Manager: Frank E. Myers
Sales Manager: Rita Zegan
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms and 24 suites available)
Convention Rates: Single: from $3.50; Double: from $6.50; Suites: $11
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.90
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 10 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 3,756 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free lot, $1 per day in garage

Carlton Hotel

114-120 Chenango St. (Phone: 4-1341)
Manager: J. J. Gallagher
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 1 suite available)
Convention Rates: Single: $4.50 to $6; Double: $7 to $11; Suites $14 to $19
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 85c to $2.50; Dinner: $1.85 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: $1 per day

BOLTON LANDING

Sagamore Hotel

(Phone: Bolton Landing 3121)
Manager: James Feyko
Convention Season: May 1 to Oct. 1 except July 1 to 5 and July 17 to Aug. 15
Largest Group Accommodated: 500 (250 rooms and 10 suites available
Convention Rates: $15 to $23 per person, according to size of group. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for banquet & mtg. rms.: none
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16 mm, 35 mm Cinemascope projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: Tennis, Golf, Swimming

BRONXVILLE

Railroads: N.Y.C.

Hotel Gramatan (HSMA)

Pondfield Rd. (Phone: Bronxville 2-5200)
Manager: Orlo Q. McOsker
Convention Season: All year
Largest Group Accommodated: 350 (75 rooms and 6 suites available)
Convention Rates: Single: $6 to $12; Double: $12 to $15; Suites: $14 to $26
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: $1.35 to $1.75; Dinner: $2.25 to $4.75
Liquor: Served in hotel
Air Conditioning: 1 banquet and meeting room, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights
Parking: Free facilities—out-of-doors

BROOKLYN

Railroads: See New York City
Airlines: See New York City

St. George Hotel

51 Clark St. (Phone: Main 4-5000)
Manager: Norman H. Free
Sales Manager: James Klarnet
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms & 30 suites available
Convention Rates: Single: $5; Double: $8; Suites: $9 to $15
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 16 (2,875)
Rates for Meals: Breakfast: from $2.25; Lunch: from $2.75; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: Over 15,000 sq. ft.
Visual Aids Available: Projector
Other Equipment Available: PA system, spotlights stage
Parking: $1.25 overnight
Sports Facilities: Natural salt water swimming pool

BUFFALO

Railroads: B. & O.; B.C.; D.L. & W.; Erie; Gd. Tk.; Int.; Lt.; LV.; N.Y.C.; N.Y.C. & St. L.; PRR; C. & O.; S.B.; Wab.
Airlines: AAL, CAP, AAA

CONVENTION BUREAU

Buffalo Convention & Tourist Bureau
155 Franklin St. (2)
H. Werd Stewart, Jr., Manager

AUDITORIUM

Memorial Auditorium

Main & Terrace (Mohawk 4200)
Manager: Edward Hartnett, Jr.
Exhibit Areas: Arena, 32,529 sq. ft.; Exhibition Floor, 49,980 sq. ft.
Rental Fees and Services: $500 per day, all normal services
Floor Load: Exhibition Hall, unlimited; Arena, 200 lbs. per sq. ft.
Ventilation: Forced Air
Ceiling Height: Exhibition Hall: 14 ft.; Arena: 60 ft.
P. A. System: Complete
Dimensions, Opening to Exhibit Hall: 13 ft. wide, 11 ft. 3 in.
Columns: Arena, none; Exhibition Hall, 24-in. columns
Utilities: All currents, gas, steam, compressed air, water, drainage
Loading Facilities: Platform, 101 ft. by 16 ft.; railroad siding
Storage Areas: 22,000 sq. ft.
Meeting Rooms and Capacities: One, 1,800; one, 700; one, 1,200; one, 500; two, 600; one 15,000; two, from 25 to 75
Facilities for Food Functions and Banquet Capacity: Complete facilities for banquet of 3,000
Parking Facilities: 500 cars
Distance from Business District: In business district

Hotel Buffalo

Washington & Swan Sts. (Phone: WA-4560)
Manager: J. V. Parlato
Sales Manager: G. D. McWilliam
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms & 12 suites available)
Convention Rates: Single: from $5; Double: from $9.50; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet Rms.
Charges for Banquet & Mtg. Rms.: Banquet rms.: $7.50 to $10
Net Exhibit Space: 400 sq. ft. on one floor
Visual Aids Available:
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight

Lafayette Hotel (HSMA)

Clinton & Washington Sts. (Phone: CI-5470)
Manager: Kenneth A. Kelly
Sales Manager: E. J. Bachman, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms & 6 suites available)
Convention Rates: Single: from $5.25; Double: from $8; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 10 (550)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: 1 Banquet Room
Net Exhibit Space: 5,298 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 for 24 hrs, $7 per week

Sheraton Hotel

See Advertisement, Page 113

715 Delaware Ave. (Phone: Grant 2121)
Manager: Ben C. Amsden
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms & 10 suites available)
Convention Rates: Single: from $6.85; Double: from $10.35; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,100 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, platforms
Parking: 75c overnight

Hotel Statler (HSMA)

107 Delaware Ave. (Phone: Mohawk 1000)
General Manager: Theodore Krueger
Sales Manager: Edward E. Murphy, Jr.
Convention Season: All year

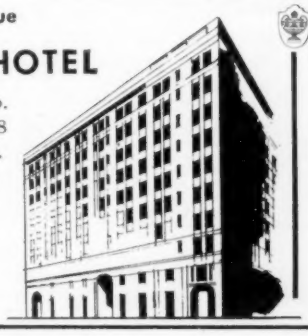
ANOTHER DISTINGUISHED SHERATON HOTEL

BUFFALO, N. Y.
715 Delaware Avenue

SHERATON HOTEL

Smartest hotel in Buffalo. Quiet, central location. 18 miles from Niagara Falls. Air-conditioned function rooms. Radio & TV in every room. Parking.

275 rooms
BEN. C. AMSDEN
General Manager



EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

NEW YORK

Buffalo continued

Largest Group Accommodated: 1,200 (600 rooms and 35 suites available)
Convention Rates: Single: $6 to $14; Double: $9 to $17; Suites $24 to $37
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.75; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 16,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours, 35c to 50c per hour

COOPERSTOWN

Railroads: D. & H.

The Otesaga Hotel (HSMA)

(Phone: 888)
Manager: H. J. Merrick, Jr.
Convention Season: June & after Labor Day
Largest Group Accommodated: 250 (141 rooms available)
Convention Rates: Single: $20; Double: $28; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,500 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, movie screen
Other Equipment Available: PA system, spotlights, platforms
Parking: Free facilities
Sports Facilities: Golf, Shuffleboard, Swimming

ELMIRA

Railroads: D.L. & W.; Erie; L.V.; PRR
Airlines: AAL, CAP

Mark Twain Hotel

W. Gray St. (Phone: Elmira 6221)
Managing Director: W. C. Emerson
Resident Manager: Donald J. Constantine
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Rates for Meals: Breakfast: $1.35; Lunch: $1.75; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 125 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,312 sq. ft. on one floor
Visual Aids Available: Screens, stereoptical machines
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Horseback riding, Bowling

GLEN FALLS

Railroads: Del. & Hud.
Airlines: CAL

The Queensbury (HSMA)

50 Maple St. (Phone: 2-1121)
Manager: J. B. Harrington
Sales Manager: Wm. C. Varney
Convention Season: All year except July & Aug.
Largest Group Accommodated: 300
Convention Rates: Single: $6; Double: $11; Suites: $26
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 4 (270)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.25; Dinner: from $2.50. Rates are a la carte.
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 946 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1
Sports Facilities: Golf, boating

GROSSINGER

Bus Service: Intercity Transportation Co.—from New York City

Grossinger Hotel and Country Club (HSMA)

See Advertisement, Page 16

(Phone: Liberty, N. Y. 960)
Manager: Paul Grossinger
Sales Manager: Irving Silverman
Convention Season: September through June
Largest Group Accommodated: 750 (400 rooms available)
Convention Rates: Seasonal—American Plan only
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 1 (1,500)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Swimming, Fishing, Boating, Softball, Handball, Ice Skating

JAMESTOWN

Airlines: Allegheny
Railroads: Erie; N. Y. C.

Hotel Jamestown

106 West 3rd St. (Phone: 3131)
Manager: Merton A. Johnson
Sales Manager: Gene M. Bronson
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (630)
Rates for Meals: Breakfast: 45c to $1; Lunch: 85c to $1.75; Dinner: $1.35 to $4.25
Liquor: Served in hotel
Air Conditioning: 6 banquet and meeting rooms, 11 bedrooms
Charges for Banquet & Mtg. Rms.: None to conventions
Other Equipment Available: PA system, spotlights, stage
Parking: Lot, 50c and 75c; garage $1.25 and $1.50

KIAMESHA LAKE

Bus Service: Shortline System; Intercity Transportation Co.—from New York City

Concord Hotel

(Phone: Chickering 4-0771)
Manager: Ray Parker
Sales Manager: Jay Cohen
Convention Season: All year
Largest Group Accommodated: 1,000 (700 rooms and 21 suites available)
Convention Rates: from $12 to $25 American Plan per person, per day
No. Mtg. Rms. & Capacity of Largest: 10 (2,000)
No. Banquet Rms. & Capacity of Largest: 5 (2,000)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 425 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 60,000 sq. ft. on one floor
Visual Aids Available: All
Other Equipment Available: PA system, spotlights, stage (40' x 50')
Parking: Free facilities
Sports Facilities: Swimming pool, Golf

LAKE PLACID

Railroads: N.Y.C.
Airlines: CAI

AUDITORIUM

Olympic Arena

See Advertisement, Page 115

Main Street (Phone: 800)
Manager: Stanley Benham
Exhibit Area: 20,000 sq. ft.
Rental Fees and Services: Free, conventions served by Chamber of Commerce at no charge
Floor Load: Unlimited
Ceiling Height: 55 ft.
Other Equipment Available: PA system
Dimensions, Opening to Exhibit Hall: 18 ft. by 16 ft.
Columns: None
Utilities: 110, 220 V, AC, DC, water
Loading Facilities: Door at street level, truck unloading on Arena floor
Storage Areas: 10,000 sq. ft.
Meeting Rooms and Capacities: Arena seats 5,000; three supplementary rooms
Facilities for Food Functions: Catering service can serve banquet for 2,000
Parking Facilities: Free facilities
Distance from Business District: Center of business district

The Homestead

See Advertisement, Page 115

16 Main St. (Phone: 73)
Manager: M. A. Roland
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 80 (45 rooms available)
Convention Rates: Single: $12; Double: $24. Rates for American plan.
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.75 to $3.50
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors
Parking: Free facilities
Sports Facilities: Tennis, Boating, Swimming, Summer Ice Skating, Fishing, Golf, Riding, plus all winter sports

Lakeside Inn

See Advertisement, Page 115

North Main St. (Phone: 440)
Manager: R. W. Wikoff
Convention Season: May 15 to July 1, Sept. 1 to Oct. 15
Largest Group Accommodated: 100 (55 rooms available)
Convention Rates: Single: $12; Double: $24. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (140)
Rates for Meals: Breakfast: $1.50; Dinner: $2.50 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors
Parking: Free facilities
Sports Facilities: Tennis, Boating, Swimming, Summing, Summer Ice Skating, Fishing, Golf, Riding, plus all winter sports

Hotel Marcy

See Advertisement, Page 115

Manager: Joseph Bossetto
Convention Season: All year, except Xmas, New Year's and Washington's birthday. Only 25-30 groups in height of summer.
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: American plan rates on request
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Air Conditioning: Banquet room
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16 mm. projector & screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Skating, skiing, Bobsliding, Fishing, Hunting, Swimming, Tennis, Golf, Boating

Mirror Lake Inn

See Advertisement, Page 115

35 Lake Shore Drive
Manager: Mrs. C. M. Wikoff
Sales Manager: Dean Wikoff
Convention Season: All year, except holidays
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: $12; Double: $24. Rates for American Plan
No. Mtg. Rms.: 3
No. Banquet Rms.: 3
Rates for Meals: Breakfast: $1.50; Lunch: $1.75 to $2.25; Dinner: $2.50 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Visual Aids Available: 16 mm., 35 mm. sound projectors, blackboard
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Tennis, Boating, Swimming, Summer Ice Skating, Fishing, Golf, Riding, plus all winter sports

Mon Amour Lodge and Motel

See Advertisement, Page 115

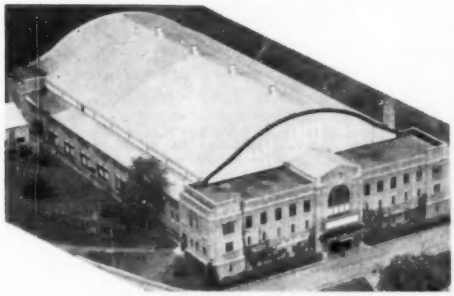
48 Saranac Ave. (Phone: 272)
Manager: Mrs. Ellen Graves
Convention Season: May 1 to Oct. 31
Largest Group Accommodated: 150
Convention Rates: July & Aug.—2 persons to a room $8 per person; 4 persons to a room, $4.50 per person. Other months seasonal rates. American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: 75c; Lunch: $1.25 to $1.50; Dinner: $2 to $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Free facilities
Sports Facilities: Swimming, Boating, Water Skiing, Golf, Riding, Fishing

The Success of Your Convention or Sales Meeting Starts with the Right Location

LAKE PLACID

The Most Beautiful Place in the World

Unexcelled for relaxing tensions . . . refreshing the mind . . . inducing enthusiasm



OLYMPIC ARENA AND LAKE PLACID CHAMBER OF COMMERCE

THE HOMESTEAD

LAKESIDE INN

- Year-round Convention Facilities
- Finest Hotel Accommodations
- Fun and Entertainment
- Breath-taking Scenic Attractions
- Shops, Theatre, Churches
- Air, Rail, Highway Transportation
- Seasonal Sports and Spectacular Sports Events

ST. MORITZ

HOTEL MARCY

MIRROR LAKE INN

MON AMOUR LODGE & MOTEL

Say "Lake Placid" to your prospective delegates (or your salesmen if it's a sales meeting) and there'll be a mad rush to get out the luggage. And Lake Placid won't disappoint them . . . or you. It will have a tonic effect on their interest . . . stimulate all-out participation in your convention program . . . help re-orient their approach to today's business problems.

A unique, complete convention service program is available at no cost, on request, through the facilities of the Lake Placid Chamber of Commerce. Relax and let the executive offices of the Chamber of Commerce handle recreational programing, registration, housing, and those other details that make your conference a success—the best you ever had.

LAKE PLACID CONVENTION BUREAU

Hudson H. Tanner, Executive Director Lake Placid, New York

NEW YORK
Lake Placid continued

St. Moritz Hotel
See Advertisement, Page 115

31 Saranac Ave. (Phone: Lake Placid 600)
Owner-Manager: William Rascoe
Convention Season: May 1st to June 30; Sept. 1 to Nov. 15
Largest Group Accommodated: 225 (100 rooms available)
Convention Rates: Single: $12 to $14; Double: $24 to $26; Rates for American Plan, European Plan may be had, if desired
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Facilities available
Sports Facilities: Tennis, Shuffleboard, Golf at nearby Country Club

LIBERTY

Railroads: N.Y.O. & W.

Young's Gap Hotel

(Phone: Liberty (N.Y.) 700)
Manager: Jerome Ginsberg
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms & 6 suites available)
Convention Rates: Single: from $10; Double: from $20; Suites: from $30; Rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: 50c; Lunch: from $1; Dinner: $3
Liquor: Served in hotel
Air Conditioning: One meeting room and one banquet room
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA System, spotlights, stage (20' x 20')

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Montauk Manor

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- 150-ft. Saltwater Pool
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Full information from
G. WALTER FENDER, Mgr. Dir.
Montauk Manor,
Montauk Point, L. I., N. Y.
Montauk Point 8-2311
In New York City, 1 E. 42nd St., MU 2-5197

Parking: Free facilities
Sports Facilities: Tennis, Golf, Swimming pool, Skiing, Ice skating, Tobogganing

LIVINGSTON MANOR

Railroads: N.Y.O. & W.

White Roe Lake Hotel

(Phone: Livingston Manor (N.Y.) 770)
Manager: Mack Weiner
Sales Manager: John Weiner
Convention Season: May 25 to Oct. 1
Largest Group Accommodated: 350 (175 rooms available)
Convention Rates: $12 per person, per day, American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 2 (550)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: 16mm projector, automatic slide projector
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming in private lake, Riding

MONTAUK

Railroads: Long Island

Montauk Manor (HSMA)
See Advertisement, Page 116

(Phone: Montauk Point 8-2311)
Managing Director: G. Walter Fender
Convention Season: June through Sept.
Largest Group Accommodated: 350 (200 rooms & 6 suites available)
Convention Rates: Single: $19; Double: $32; Suites; available. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, platforms
Parking: Garage—Free on grounds, $1.50 per night in garage
Sports Facilities: Golf, Tennis, Riding, Swimming, Water Skiing

NEW YORK CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; L.I.; N.J. & N.Y.; N.Y.C.; N.Y., N.H. & H.; N.Y.O. & W.; N.Y.S. & W.; Penna.; S.I.R.T.; W.S.
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CONVENTION BUREAU

New York Convention & Visitors Bureau, Inc.
90 E. 42nd St. (17)
Royal W. Ryan, Executive Vice President

AUDITORIUMS

New York Coliseum

10 Columbus Circle
Manager: James F. Walsh
Exhibit Areas: Four floors. First, 64,401 sq. ft. plus 13,686 sq. ft. on First Mezzanine; second floor, 82,517 sq. ft.; third floor, 70,553 sq. ft.; fourth, 70,003 sq. ft.
Rental Fees and Services: First floor, $18,000; second floor, $23,000; third floor, $13,000; fourth floor, $10,000. Includes light, heat, storage.
Floor Load: First and second floors, 300 lbs. per sq. ft.; third floor, 200 lbs. per sq. ft.; fourth floor, 150 lbs. per sq. ft.
Ventilation: Zone controlled air conditioning
Ceiling Height: Up to 55 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: Ramp to 1st floor, inner door 15'6" W x 17'6" H; Ramp to 2nd floor, inner door 20' W x 20' H
No. of Elevators and Capacities: 9 passenger elevators capacity 50 persons each, 5 freight elevators, capacity 75,000 lbs, largest (48' x 15' x 15')
Current and Utilities Available: AC, air, water, gas, steam, television, vacuum, high and low tension
Loading Facilities: 80 ft. loading dock, 3 truck passages, ramp, 5 freight elevators
Locations, Size of Storage Areas: About 30,000 sq. ft. on each floor
Number of Meeting Rooms and Capacities: 10, 65 to 300. Exhibit floors 6,250 to 8,149 each.
Facilities to Handle Food Functions and Banquet Capacity: Can handle banquet for 8,149
Parking Facilities: Two levels under Coliseum hall
Distance from Business District: Center of district

Kingsbridge Armory

29 West Kingsbridge Rd., Bronx (LU 4-5700)
Manager: Ed Cullen, Superintendent
Exhibit Areas: 180,000 sq. ft.
Rental Fees and Services: $1,000-$1,500 per day; half rate for erection and dismantling time; nb services included
Floor Load: Unlimited
Ventilation: Natural draft; 2 exhaust fans
Ceiling Height: 105 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 13 ft. high by 12 ft.; 25 ft. high by 20 ft.
Columns: None
Utilities: Water, gas, sewer, AC current—3-phase, 208 V, single-phase, 118 V, 60 cycle
Loading Facilities: Unload directly on floor
Storage Areas: 40,000 sq. ft.
Meeting Rooms and Capacities: 12 rooms seat up to 100; other rooms seat 1,000, 750, 400 and two seat 150 each
Facilities for Food Functions and Banquet Capacity: Dining room seats 510 for banquet
Parking Facilities: 3,000 cars, adjoining streets
Distance from Business District: 28 minutes by subway; 30 minutes by cab

Madison Square Garden

307 W. 49th St. (COlumbus 5-6800)
Manager: John A. Goldner
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.
Rental Fees and Services: $1,000 per day; $500 per day for moving in and out; no services included in rental
Floor Load: 125 lbs. per sq. ft.
Ceiling Height: 14 ft.
P. A. System: Has to be installed
Dimensions, Opening to Exhibit Hall: 10 ft. wide by 12 ft. high
Columns: 30 ft. centers
Utilities: AC and DC current, water, gas
Loading Facilities: Ample
Storage Areas: 1,400 sq. ft.
Meeting Rooms: None
Parking Facilities: Adjacent to building
Distance from Business District: In midtown

New York Trade Show Corp.
See Advertisement, Page 117

500 Eighth Ave. (1) (Phone: LOngacre 5-7800)
President and Executive Director: Duane W. Carlton
Exhibits Areas: 18,000 sq. ft., open booths plus additional 4 floors of 200 sample rooms
Rental Fees and Services: Meetings, $500 to $1,000; Exhibits, $600 to $1,000
Floor Load: 150 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 11 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 180 ft. by 100 ft.
No. of Elevators and Capacities: 5 passenger elevators, 20 persons each
Columns, Locations and Dimensions: 18 columns, 1 ft., 11 inches square
Current and Utilities Available: A.C. ample, 110 and 220
Loading Facilities: Freight elevator, capacity 5,000 lbs.
Locations, Size of Storage Areas: 5,000 sq. ft. in basement
Number of Meeting Rooms and Capacities: 50 (10 to 1500)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: Garage nearby
Distance from Business District: Center of business district

69th Regiment Armory

26th St. & Lexington Ave. (MU 4-6170)
Manager: Lt. Col. H. M. Lutz
Exhibit Areas: 32,000 sq. ft.
Rental Fees and Services: $685 per day; no service included
Floor Load: 180 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 100 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. by 8 ft.
Elevators and Capacities: One freight, 4,000 lbs.
Columns: None
Utilities: AC 3-phase-208 V, single-phase-118 V, 60 cycle
Loading Facilities: Street level door
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Restaurant can handle 250
Parking Facilities: None
Distance from Business District: In heart of city

71st Infantry Regiment Armory

34th St. and Park Ave. (MU 5-2400)
Manager: Col. Donald Sherman
Exhibit Areas: 40,000 sq. ft.

Rental Fees and Services: $1,000 per day; no services included
Floor Load: Unlimited
Ventilation: Windows
Ceiling Height: 100 ft.; 9 ft. under balcony
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. high, 10 ft. wide
Columns: None
Utilities: AC current single and three-phase, 60 cycle
Loading Facilities: Door from street level
Storage Areas: On balconies
Facilities for Food Functions and Banquet Capacity: Restaurant seating up to 300
Packing Facilities: None
Distance from Business District: In business district

Barbizon Plaza Hotel

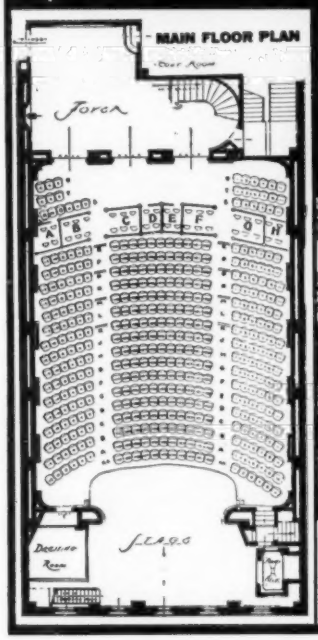
See Advertisement, Page 117

106 Central Park South (Phone: Circle 7-7000)
Manager: David S. Racusin
Sales Manager: Charles D. Erickson
Convention Season: All year
Largest Group Accommodated: 700 (700 rooms and 12 suites available)
Convention Rates: Single: $8 to $11; Double: $13 to $17; Suites: $28 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (530)
No. Banquet Rms. & Capacity of Largest: 3 (200 seated, 450 buffet style)
Rates for Meals: Breakfast: 85c to $1.65; Lunch: $1.85 to $2.50; Dinner: $2.85 to $3.95
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: Meetings only —$25 to $100
Net Exhibit Space: 15,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 daily with service

Belmont Plaza Hotel

49th & Lexington Avenue (Phone: Plaza 5-1200)
Manager: William W. Legge
Eastern Sales Manager: Arthur J. Levey
Convention Season: All Year
Largest Group Accommodated: 1100 (550 rooms and 30 suites available)

The Only Hotel in New York With A Little Theatre



Perfect for Your Sales Meeting

- Professionally equipped theatre with 530 spring-cushioned seats; exhibit space of 7,000 square feet adjacent.
- 16 air-conditioned meeting rooms accomodating 25 to 530. Excellent trade show facilities. Closed circuit telecasts.

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- Tunnel to Penn Station
- Adequate facilities
- Restaurant & Beverage facilities—room service
- Free tables, shelving, racks
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- No gratuities for service
- Nearly 5,000 hotel rooms adjacent
- Center of Show Area

FOR INFORMATION

Write: Duane W. Carlton, New York Trade Show Building, 500 Eighth Avenue, New York 1, N. Y. • LOngacre 5-7800

NEW YORK

New York City continued

Convention Rates: Single: $6.50 to $16.50; Double: $8.50 to $12.50; Suites: $15-$35
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Rates for Meals: Breakfast: from $3; Lunch: from $4; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms; some bedrooms.
Charges for Banquet & Mtg. Rms.: $20 to $300
Net Exhibit Space: 12,000 sq. ft.
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage.
Parking: $2 daily

The Hotel Biltmore (HSMA)

Madison Ave. at 43rd St. (Phone: Murray Hill 7-7000)
Manager: Charles K. Butler
Sales Manager: Joseph F. Harron
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms and 75 suites available)
No. Mtg. Rms. & Capacity of Largest: 25 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Rates for Meals: Breakfast: from $3; Lunch: from $4; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 9,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: All
Other Equipment Available: PA system, spotlights, stage built according to specifications
Parking: $2.50 per night
Sports Facilities: Men's Health Club, Bowling

Commodore Hotel (HSMA)

42nd St. & Lexington Avenue (Phone: Murray Hill 6-6000)
Manager: G. H. Howard
Sales Manager: W. L. Buckley
Convention Season: All year
Largest Group Accommodated: 2,500 (1,000 rooms and 75 suites available)
Convention Rates: Single: from $7; Double: from $11; Suites: $20 to $42.50
No. Mtg. Rms. & Capacvity of Largest: 22 (2,200)
No. Banquet Rms. & Capacity of Largest: 22 (1,800)
Rates for Meals: Breakfast: $2.75; Lunch: $3.75; Dinner: $5.75
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms and bedrooms.
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 20,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50

Hotel Concourse Plaza

Grand Concourse at 161st St. (Phone: Cypress 3-4000)
General Manager: Frank W. Kridel
Sales Manager: Eugene T. Lynn
Convention Season: All year
Largest Group Accommodated: 500 (230 rooms and 20 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,200)
Rates for Meals: Breakfast: from $2.50; Lunch: from $2.75; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Some banquet & meeting rooms
Net Exhibit Space: 15,868 sq. ft.
Charges for Banquet & Mtg. Rms.: $20 to $600
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50

Essex House (HSMA)

160 Central Park South (Phone: Circle 7-0300)
Managing Director: Vincent J. Coyle
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 50 suites available)
Convention Rates: Single: from $13; Double: from $17
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 85c; Lunch: $1.85; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 100 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage

Governor Clinton Hotel (HSMA)

See Advertisement, Page 15

7th Ave. & 31st St. (Phone: Pennsylvania 6-3400)
General Manager: Victor J. Giles
Sales Manager: Jack H. Syrett
Convention Season: All year
Largest Group Accommodated: 1,000 (650 rooms and 10 suites available)
Convention Rates: Single: $6 to $8; Double: $8.50 to $20; Suites: $20 to $50
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 400 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage Service $2.50 first day; $2.00 subsequent days.

Henry Hudson Hotel (HSMA)

See Advertisement, Page 118

353 W. 57th St. (Phone: CO 5-6100)
Manager: Albert F. Koenig
Sales Manager: Frank W. Berkman
Convention Season: All year
Largest Group Accommodated: 700 (500 rooms and 50 suites available)
Convention Rates: Single: $5 to $8; Double: $9 to $15; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (750)
Rates for Meals: Breakfast: $2.50; Lunch: $3.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.75 for 24 hours

Lexington Hotel (HSMA)

See Advertisement, Page 118

Lexington Ave. & 48th St. (Phone: Plaza 5-4400)
Manager: Geo. W. Miller
Sales Manager: Ken Rogers
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 10 suites available)
Convention Rates: Single: $7.50 to $9.50; Double: $10.50 to $14; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.35; Dinner: from $1.50, plus gratuities and taxes
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms by summer 1956
Net Exhibit Space: 2,750 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $2.85 overnight plus 25c pickup and delivery

The Manger Vanderbilt Hotel (HSMA)

4 Park Ave. (Phone: Murray Hill 3-4000)
Manager: Walter Henkel
Sales Manager: Diane Michals
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 25 suites available)
Convention Rates: Single: from $6; Double: from $8.50; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: $1.50; Lunch: from $3.50; Dinner: from $5—plus 15% gratuity and 3% tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: No charge if meals served
Visual Aids Available: None
Other Equipment Available: PA system, spotlights,
Parking: Garage—$2.50 per day

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58
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WORLD'S LARGEST EXPOSITION CENTER

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1200 Rooms **1200 Baths**
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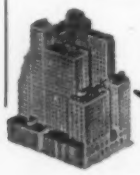
Frank W. Berkman, Dir. of Sales



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FLY THE FINEST

FLY TWA

NEW YORK

New York City continued

New Weston Hotel

34 E. 50th St. (Phone: Plaza 3-4800)

Manager: J. T. McTighe
Sales Manager: J. A. Zaccaria
Convention Season: All year
Largest Group Accommodated: 275 (135 rooms available)
Convention Rates: Single: $8 to $12; Double: $12 to $17; Suites $18 to $60
No. Mtg. Rms. & Capacity of Largest: 5 (80)
No. Banquet Rms. & Capacity of Largest: 5 (80)
Rates for Meals: Breakfast: $2.50; Lunch: $4; Dinner: $5 (in private dining rooms)
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable. No charge if meals are served.
Net Exhibit Space: 3,000 sq. ft.
Parking: Garage Service: $2.75 a day

Hotel New Yorker (HSMA)

See Advertisement, Page 120

34th St. & 8th Ave. (Phone: Longacre 3-1000)

Gen. Mgr.: Frank G. Wangeman
Sales Manager: Charles E. Quain
Convention Season: All year
Largest Group Accommodated: 2,600 (1,500 rooms and 50 suites available)
Convention Rates: Single: from $6; Double: from $9; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 16 (1000)
No. Banquet Rms. & Capacity of Largest: 16 (1000)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3.50; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: from $15
Net Exhibit Space: 10,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 for 24 hour service

Park Sheraton Hotel (HSMA)

See Advertisement, Page 121

202 W. 56th St. (Phone: Circle 7-8000)
Manager: William Gorman
Sales Manager: Frank Dolan
Convention Season: All year
Largest Group Accommodated: 700 (800 rooms & suites available)
Convention Rates: Single, from $7.85; Double: from $10.85; Suites: from $13.85
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from 35c; Lunch: from 80c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 200 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,002 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per 24 hours
Sports Facilities: Golf school & driving range on roof

The Plaza (HSMA)

59th St. & 5th Ave. (Phone: PL 9-3000)

Manager: Eugene Voit
Sales Manager: Clyde J. Harris
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 50 suites available)
Convention Rates: Single: $10 to $16; Double: $16 to $26; Suites: from $26
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Rates for Meals: Breakfast: from $3; Lunch: from $4; Dinner: from $7
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 (short parking), $3 for longer

Prince George Hotel (HSMA)

14 E. 28th St. (Phone: Lexington 2-7800)

Manager: Charles P. Kane
Sales Manager: William J. Mangan, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms and 15 suites available)
Convention Rates: Single: $5 to $9; Double: $8 to $11.50; Suites: $17.50 to $18.50
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.50 to $2.75; Dinner: $2.15 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $25 to $100
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per night

Hotel Roosevelt (HSMA)

See Advertisement, Page 68

Madison Ave. at 45th St.
(Phone: Murray Hill 6-9200)

Vice Pres. & Gen. Manager: Edward L. Buckley
Sales Manager: William Hunzinger
Convention Season: All year
Largest Group Accommodated: 3,000 (900 rooms and 50 suites available)
Convention Rates: Single: from $6.50; Double: from $10.50; Suites: from $28.50
No. Mtg. Rms. & Capacity of Largest: 22 (1,250)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Rates for Meals: Breakfast: from $2.50; Lunch: from $4; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 600 bedrooms
Charges for Banquet & Mtg. Rms.: No charge when meals served
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $3 per day, pick-up and delivery

St. Moritz Hotel

50 Central Park South (Phone: Plaza 5-5800)

President: Charles Taylor
Sales Manager: Garry Hiers
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms & 50 suites available)
Convention Rates: Single: from $9; Double: from $11; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 6 (325)
Rates for Meals: Breakfast: from $1.50; Lunch: from $4; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 400 bedrooms
Visual Aids Available: Easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Garage nearby

The Savoy-Plaza Hotel (HSMA)

5th Ave. & 58th St. (Phone: Eldorado 5-2600)

Manager: John F. Isard
Sales Manager: John H. Sienold
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 50 suites available)
Convention Rates: Single: from $11; Double: from $16; Suites: from $28
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Rates for Meals: Breakfast: $3; Lunch: $4.50; Dinner: $7
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 500 bedrooms, lobby, restaurants
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,700 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $3

Shelton Hotel

525 Lexington Ave. (Phone: Plaza 5-4000)

Manager: C. William Finck
Sales Manager: B. Kramer
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 20 suites available)
Convention Rates: Single: $6.50 to $13; Double: $9 to $16; Suites: $15 to $21
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner from $3.75
Liquor: Served in banquet rooms, dining rooms and bar
Air Conditioning: Some rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,358 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per night
Sports Facilities: Swimming pool

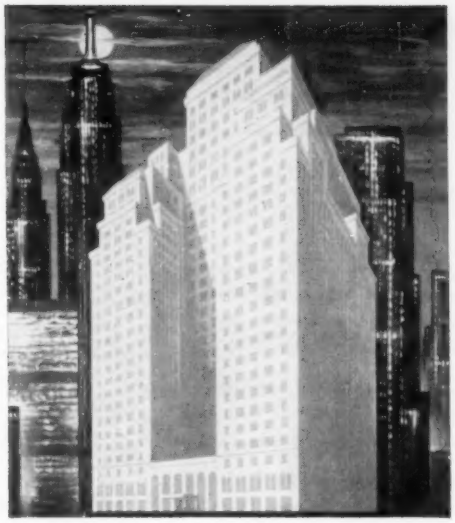
Hotel Sheraton-Astor (HSMA)

See Advertisement, Page 121

Times Square (Phone: Judson 6-3000)

Gen. Manager: Ralph H. Freeman
Sales Manager: Robert D. Howard
Convention Season: All Year
Largest Group Accommodated: 1,600 (800 rooms and 150 suites available)
Convention Rates: Single: from $8; Double: from $12, Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 48 (3,000)
No. Banquet Rms. & Capacity of Largest: 48 (3,000)
Rates for Meals: Breakfast: from $2.75; Lunch: from $4; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, suites, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 30,000 sq. ft.
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

THE PARK SHERATON



THE SHERATON-ASTOR

Uptown, downtown and Times Square . . .

3 FINE SHERATON HOTELS in NEW YORK CITY

THE SHERATON-McALPIN

The Sheraton-Astor: In the heart of Times Square. Largest banquet facilities in the world. Dinners for 5,000 guests have been staged in the famed ballroom. There are 15 other function rooms accommodating from 40 to 1200 persons.

730 rooms

L. N. FURCH, *Manager*

The Park Sheraton: Midtown Manhattan, overlooking Central Park. Beautiful Grand Ballroom accommodates 900 for meetings and banquets. Many other function rooms accommodating from 25 to 250 persons. Air-conditioned.

1600 rooms

WM. P. GORMAN, *Manager*

The Sheraton-McAlpin: Located at Herald Square. Now completely modernized, the 1500 room Sheraton-McAlpin provides a ballroom for 500, plus eleven other dining and meeting rooms accommodating from 20 to 500 persons.

1500 rooms

ALEXANDER C. ALLAN, *Manager*

RALPH H. FREEMAN, *Regional Manager*, Sheraton Hotels, New York City

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NEW YORK
Park Sheraton
Sheraton-Astor
Sheraton-McAlpin
Sheraton-Russell

BOSTON
Sheraton Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park

PITTSBURGH
Penn-Sheraton
(formerly William Penn)

BALTIMORE
Sheraton-Belvedere

PHILADELPHIA
Sheraton Hotel
Opens 1957

PROVIDENCE
Sheraton-Biltmore

SPRINGFIELD, Mass.
Sheraton-Kimball

ALBANY
Sheraton-Ten Eyck

ROCHESTER
Sheraton Hotel

BUFFALO
Sheraton Hotel

MIDWESTERN DIV.

CHICAGO
Sheraton-Blackstone
Sheraton Hotel

DETROIT
Sheraton-Cadillac

CINCINNATI
Sheraton-Gibson

ST. LOUIS
Sheraton-Jefferson

OMAHA
Sheraton-Fontenelle

LOUISVILLE
Sheraton-Seelbach

DALLAS
Sheraton Hotel
Opens 1959

AKRON
Sheraton-Mayflower

INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton

and other Midwest cities

PACIFIC DIV.

SAN FRANCISCO
Sheraton-Palace

LOS ANGELES
Sheraton-Town House

PASADENA
Huntington-Sheraton

CANADIAN DIV.

MONTREAL
Sheraton-Mt. Royal
The Laurentien

TORONTO
King Edward Sheraton

NIAGARA FALLS, Ont.
Sheraton-Brock

HAMILTON, Ont.
Royal Connaught

NEW YORK

New York City continued

Sheraton-McAlpin (HSMA)

See Advertisement, Page 121

34th & Broadway (Phone: PE 6-5700)
Manager: A. C. Allan
Sales Manager: Leonard R. Oakes
Convention Season: All year
Largest Group Accommodated: 1,000 (700 rooms and 30 suites available)
Convention Rates: Single: $6.25 to $9.25; Double: $9.50 to $13.50; Suites: $18 to $22
No. Mtg. Rms. & Capacity of Largest: 19 (500)
No. Banquet Rms. & Capacity of Largest: 19 (400)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $4.25
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 first night; $2 each additional night

Statler Hotel (HSMA)

7th Ave. & 33rd St. (Phone: Pe 6-5000)

Manager: Thomas F. Troy
Sales Manager: Albert G. Cox
Convention Season: All year
Largest Group Accommodated: 2,200 (1,100 rooms and 45 suites available)
Convention Rates: Single: from $8; Double: from $11; Twins, from $13; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 18 (2,000)
No. Banquet Rms. & Capacity of Largest: 18 (1,800)
Rates for Meals: Breakfast: from $2.75; Lunch: from $3.75; Dinner from $5.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 39,172 sq. ft.
Visual Aids Available: 8mm and 16mm sound projector, motion picture screens

Meeting in NEW YORK?

Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

Other Equipment Available: PA system, spotlights, stage
Parking: $3 for 24 hours
Sports Facilities: Swimming pool

Waldorf-Astoria (HSMA)

Park Ave. at 50th St. (Phone LOngacre 3-6900)
(facilities data not made available)

The Warwick Hotel (HSMA)

65 W. 54th St. (Phone: Circle 7 2700)

Manager: Erwin H. Schlicht
Sales Manager: Theodore R. Archibald
Convention Season: All year
Largest Group Accommodated: 250 (250 rooms available)
Convention Rates: Single: $10; Double: $12; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: $1 to $2.50; Lunch: $3 to $5; Dinner: $4 to $10
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: No charge when food served
Net Exhibit Space: 4,300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights stage
Parking: Parking lots—$1.00

NIAGARA FALLS

Railroads: N.Y.C.; L.V.; Erie; N. St. C. & T. N.J.
Airlines: AAL

Hotel Niagara (HSMA)

201 First St. (Phone: 9321)

Manager: Floyd D. Vandervort
Sales Manager: Donald E. Haynes
Convention Season: Sept. to June
Largest Group Accommodated: 210 (150 rooms and 10 suites available)
Convention Rates: Single: $6 to $9; Double: $9 to $13.50; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,600 sq. ft. on one floor
Other Equipment Available: PA system, portable platforms
Parking: $1.50 overnight in garage; city lots nearby—free

POUGHKEEPSIE

Railroads: N.Y. Cent.; N.Y., N.H. & H.
Airlines: CAI

Nelson House (HSMA)

28 Market St. (Phone: 3900)

President: Walter Averill
Manager: Henry J. Kowal
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 6 suites available)
Convention Rates: Single: $5 to $8; Double: $8 to $12; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (325)
Rates for Meals: Breakfast: from $1.25; Lunch: $1.50 to $2.50; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions.
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 50c day, $1 overnight—garage
Sports Facilities:

Poughkeepsie Inn (HSMA)

Cannon Street (Phone: 3400)

Manager: J. Edward Downes
Sales Manager: Richard T. Downes
Convention Season: All year
Largest Group Accommodated: 200 (120 rooms and 6 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $13; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (160)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.25
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms, bar and restaurant
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,625 sq. ft.
Visual Aids Available: Closed circuit TV, movies
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight, 55c all day
Sports Facilities: Golf, Tennis, Swimming

ROCHESTER

Railroads: N.Y.C.; Erie; L.V.; B. & O.; Penna.
Airlines: AAL, CAP

CONVENTION BUREAU

Rochester Convention & Publicity Bureau, Inc.
1 Washington Square (7)
William H. Gannett, Executive Secretary

Powers Hotel

34 W. Main St. (Phone: Locust 6400)

Manager: Joseph J. Stanway
Sales Manager: Gene Kleehamer
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $5.50 to $8.25; Double: $8.25 to $13.50; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Rates for Meals: Breakfast: $1.50 to $2.50; Lunch: $1.75 to $3; Dinner: $3 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Net Exhibit Space: 8,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight

The Hotel Manger Rochester

95 West Main St. (Phone: Locust 8880)

Manager: Paul F. Morris
Sales Manager: Mrs. Verna G. Bittner
Convention Season: All year
Largest Group Accommodated: 150 (178 rooms and 3 suites available)
Convention Rates: Single: $3.50 to $6.75; Double: $5 to $9; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: 75c; Lunch: $1; Dinner: $1.75

ROCHESTER, N. Y.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON HOTEL

Complete facilities for groups of up to 400. Beautiful ballroom and seven other meeting rooms. Parking.

350 outside rooms
A. GORDON CARDY
General Manager

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Sheraton Hotel opens 1957
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FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 overnight, $1.50 24 hours—(in & out $1.75); Weekly $8.50.

Seneca Hotel (HSMA)

26 Clinton Ave. South (Phone: Hamilton 7800)
Manager: Earl F. Campbell
Sales Manager: John Mahler
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms and 12 suites available)
Convention Rates: Single: $6.75 to $10.25; Double: $9.50 to $14.75; Suites: $19 to $27.50
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet & mtg. rms., 25 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per 24 hours, lot 40c overnight

Sheraton Hotel (HSMA)

See Advertisement, Page 122

111 East Ave. (Phone: Baker 8-400)
Manager: Andrew G. Cardy
Sales Manager: V. Ward Bennett
Convention Season: All year
Largest Group Accommodated: 400 (350 rooms available)
Convention Rates: Single: $6.85 to $10.85; Double: $10.85 to $15.85; Suites: $22.70 to $57.55
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.75
Liquor: Served in hotel
Charges for Banquet and Mtg. Rms.: None if function is held in hotel
Other Equipment Available: PA system, portable stage
Parking: $1.25 for 24 hours
Sport Facilities: Golf, Tennis

RYE

Railroads: N.Y., N.H. & H.; Rye Main Line

Westchester Country Club (HSMA)

Phone: Murray Hill 2-4386
Manager: David J. Martin
Sales Manager: H. B. Dickson
Convention Season: Labor Day to June 30th
Largest Group Accommodated: 200
Convention Rates: Single: $9; Double: $14
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Blackboards, screens, easels, 16mm and 32mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.50 per day
Sports Facilities: Golf, Tennis, Baseball, Swimming

SARANAC INN

Railroads: N.Y.C.
Airlines: CAI

Saranac Inn

Saranac Inn Post Office (Phone: Saranac Lake 1800)
Sales Manager: S. A. Kirk
Convention Season: June 1 to July 20, Aug. 25 to Oct. 1
Largest Group Accommodated: 750 (238 rooms available)
Convention Rates: Single: $14 to $18; Double: $26 to $34. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (650)
No. Banquet Rms. & Capacity of Largest: 2 (750)
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Boating, Fishing

SARATOGA SPRINGS

Railroads: Del. & Hud.; S. & S.

Gideon Putnam Hotel

See Advertisement, Page 123

Geyser Park (Phone: 4200)
Manager: Myron H. Woolley
Convention Season: Mid Nov. to Apr. 1
Largest Group Accommodated: 200 (100 rooms, 12 suites available
Convention Rates: Single: $18.50; Double: $32; Suites: $45. American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Parking: $1 per night
Sports Facilities: Swimming, Golf, Tennis

SAYVILLE

Railroads: Long Island

Sayville Hotel & Beach Club

311-315-325 Handsome Ave.
Manager: Edward A. Horowitz
Sales Manager: Sam Kalb
Convention Season: Sept. 1 to June 30
Largest Group Accommodated: 500 (150 rooms available)
Convention Rates: Single: $15, Double: $25. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: from $25
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: Spotlights, stage, PA system
Parking: Free facilities available
Sports Facilities: Tennis, Salt water bathing

SCHROON LAKE

Railroads: D. & H.

Scaroon Manor Hotel

(Phone: Schroon Lake 75)
Manager: Joseph Frieber
Convention Season: May 27 until Oct. 1
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: $10 to $15 per person. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Air Conditioning: Banquet halls and dining room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 700 sq. ft.
Visual Aids Available: All types
Other Equipment Available: PA system, spotlights, 2 stages
Parking: Free facilities
Sports Facilities: Golf, Tennis, Boating, Swimming, Fishing, Shuffleboard

SYRACUSE

Railroads: N.Y.C.; D.L. & W.
Airlines: AAL, CAI

CONVENTION BUREAU

Syracuse Convention Bureau
Chamber of Commerce (2)
Clarence Keller, Manager

AUDITORIUM

Onondaga Country War Memorial

515 Montgomery St. (Syracuse 74-1213)
Executive Director: W. B. Stark
Exhibit Areas: Lower level, 48,000 sq. ft.; Auditorium, 30,000 sq. ft.
Rental Fees: $400 per event or 15% of ticket sale, whichever is greater
Ventilation: Semi-air conditioned
Ceiling Height: Auditorium, 65 ft.; Exhibit Area, 14 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: Doors will take truck
Elevators and Capacities: Two passenger and one freight
Columns: None in Auditorium; 33 ft. apart in Exhibit Area
Utilities: All types of current, steam, water and drainage

For Your SALES MEETING . . . *from 10 to 1,000*

- Largest Hotel between N. Y. & Buffalo
- Audio-Visual equipment
- Closed-circuit television
- 7 parking areas within a block
- Minutes from N. Y. State thruway
- Special banquet and kitchen facilities
- Four fine restaurants

Hotel Syracuse

JAMES F. GILDAY, EXEC. VICE-PRES. **SYRACUSE, NEW YORK • TELETYPE SS300**

Convenient and Desirable Location

Foothills of the Adirondacks
Saratoga SPA

GIDEON PUTNAM HOTEL

SARATOGA SPRINGS, NEW YORK

Accessible via New York Thruway to Albany exit, Route #9 to Saratoga Springs; or Scotia Exit to Route 50 to Saratoga Springs.

New York Central Lines to Albany, and motor to Saratoga Springs, or D. & H. Railroad direct from New York Grand Central Terminal to Saratoga Springs.

Private Meeting Rooms, accommodating from 30 to 100

Space available from November 15th until April 1st.

American Planned Restaurant, and Cocktail Lounge.

Arrangements can be made for private cocktail parties.

Parking space and garage

For further information and descriptive literature, contact:

Myron H. Woolley, Manager

Telephone Saratoga Springs 4200

Gideon Putnam Hotel
Saratoga Springs, N.Y.

GIDEON PUTNAM HOTEL

WHEN CONVENTIONS COME MARCHING OUR WAY

The entire staff of the Hotel Thayer stands at attention. In reviewing our services, you'll find:

IDEAL LOCATION
. . . 50 miles from New York City on the Military Reservation of the United States Military Academy

TRADITIONAL HOSPITALITY
. . . thoughtful comfort from the moment of welcome to time for leave-taking

PRIVATE FUNCTION ROOMS
. . . for groups of 20 to 400 persons including the spacious Crest Room and smaller meeting rooms

BANQUET FACILITIES
. . . superb food and fine drinks, artfully prepared and served in a gracious manner

ATTRACTIVE ACCOMMODATIONS
. . . 196 guest rooms in addition to comfortable quarters for 172 persons in dormitory rooms

"AT EASE" HOURS
. . . guided tours of historic West Point. Sports and recreational activities nearby.

For rates and information write to
William R. Ebersol, Manager

U.S. HOTEL THAYER
WEST POINT, NEW YORK

NEW YORK
Syracuse continued

Loading Facilities: Forklift trucks, stage door and drive in
Storage Areas: Adjacent to both floors
Meeting Rooms and Capacities: 20, from 10 to 1,000 (one room, 1,000; one, 500; two rooms 200)
Facilities for Food Functions: Two cocktail lounges; facilities for banquets up to 2,500
Distance from Business District: In center of town

Onondaga Hotel (HSMA)
Jefferson at Warren (Phone: 2-1221)

Manager: Harold R. Norman
Sales Manager: E. Staley Martin
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 6 suites available)
Convention Rates: Single: from $6 to $9; Double: $8 to $13; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Rates for Meals: Breakfast: $2; Lunch: $2.35; Dinner: from $3.35
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,160 sq. ft. on one floor
Visual Aids Available: Closed Circuit TV
Other Equipment Available: PA system, spotlights, stage (12' x 24')
Parking: $1.50 per night
Sports Facilities: Golf, Tennis, Swimming, Riding—(20 minutes from hotel)

Hotel Syracuse (HSMA)
See Advertisement, Page 123
Warren, Harrison & Onondaga Sts. (Phone: 2-5121)

Manager: James F. Gilday
Sales Manager: James G. Healy
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 20 suites available)
Convention Rates: Single $6.25 to $9.25; Double: $8.75 to $12.75; Suites: $17.50 to $37
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Movie screens, blackboards, closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: 50c per day, 75c overnight
Sports Facilities: Golf, Tennis, Swimming, Ice skating, Bowling nearby

TROY
Railroads: N.Y.C.; D. & H.; B. & M.; T.U.

The Hendrick Hudson Hotel
200 Broadway (Phone: Ashley 2-7000)

Manager: Leo A. Curley
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms and 5 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 per night

UTICA
Railroads: N.Y.C.; D.L. & W.; N.Y., O. & W.

Hotel Utica (HSMA)
102 Lafayette St. (Phone: 4-4111)

Manager: Gerry Riggs
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 6 suites available)
Convention Rates: Single: $5.75 to $8.50; Double: $8 to $11.50; Suites: $14 to $18.25
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: 2 banquet rooms and all restaurants
Net Exhibit Space: 2,310 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, Portable stage
Parking: $1.25 per night, adjoining garage
Sports Facilities: Tennis, Swimming, Golf, Curling, Handball

WATERTOWN
Railroads: N.Y.C.

Hotel Woodruff (HSMA)
Public Square (Phone: 2400)

Manager: Lanson M. Boyer
Convention Season: All year
Largest Group Accommodated: 500 (325 rooms and 10 suites)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from 90c; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Rooms and suites
Charges for Banquet & Mtg. Rms.: from $10 daily
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Fishing, Swimming, Boating, Tennis, Golf, Riding, Skiing, Tobogganing

WESTPOINT
Railroads: N. Y. Cent.; Sty.

U. S. Hotel Thayer
See Advertisement, Pag 124
(Phone: Highland Falls 6-4731)
Manager: William R. Ebersol
Convention Season: First week in June, Dec. 20 to Jan. Large groups cannot be accommodated over weekends except in summer
Largest Group Accommodated: 300 (240 rooms and 5 suites available)
Convention Rates: Single: from $11.50; Double: from $23.50; Suites: $20 to $28. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 2 (325)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: from $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 11,000 sq. ft. on three floor
Visual Aids Available: Projectors, screen, blackboards, slides & film
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming Golfing, Horseback riding, Tennis nearby

WHITEFACE
Railroads: N. Y. Cent.
Airlines: CAI

Whiteface Inn (HSMA)
(Phone: Lake Placid 130)

Manager: F. Burton Fisher
Convention Season: May 15 to July 10, Sept. 1 to Oct. 15
Largest Group Accommodated: 500 (300 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $32; Suites: $40; Rate for American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Net Exhibit Space: 3,400 sq. ft. on one floor
Visual Aids Available: 35 mm. projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities available
Sports Facilities: Golf, Tennis, Boating, Bathing, Fishing, Water Skiing

Roger Smith Hotel
See Advertisement, Page 125

1 Chester Avenue (9-1000)
Manager: Thomas J. O'Brien
Convention Season: All year

Largest Group Accommodated: 100
Convention Rates: Single: $5 to $10; Double: $7.50 to $13
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Rates for Meals: Breakfast: from 35c; Lunch: from 65c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

NORTH CAROLINA

ASHEVILLE

Railroads: So. Ry.
Airlines: DAL, CAP, PAI

CONVENTION BUREAU
Asheville Convention Bureau
P.O. Box 7497
Charles E. Newcomb, Manager

AUDITORIUM

Municipal Auditorium

Haywood Street (Phone 3-3611)
Manager: Ralph James
Exhibit Areas: Main floor, 9,000 sq. ft.; basement floor, 13,761 sq. ft.
Floor Load: Unlimited
Ceiling Height: Main floor, 35 ft.; basement, 9 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. x 7 ft.
Columns: Main floor, 6 under balcony
Loading Facilities: Ramp with uppley set-up
Storage Areas: 800 sq. ft. in basement
Meeting Rooms: None
Facilities for Food Functions: Hotel next door
Parking Facilities: Ample
Distance from Business District: 1 block

Battery Park Hotel

Battle Square (Phone: 8211)
Resident Manager: George L. Chumbley, Jr.
Sales Manager: Miss Nell Stanley
Convention Season: All year
Largest Group Accommodated: 300 (205 rooms and 5 suites available)
Convention Rate: Single: $5 to $10; Double: $7 to $14; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: 3 banquet halls, 3 meeting rooms, 50% bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free parking lot, garage $1.25
Sports Facilities: Golf, Swimming, Riding, Tennis

Grove Park Inn (HSMA)

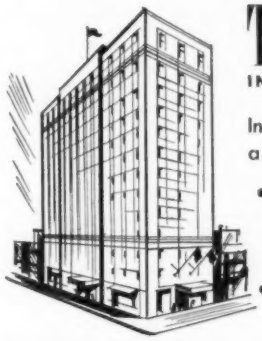
See Advertisement, Page 145
(Phone: 2-2711)
Manager: George Stobie
Sales Manager: Elaine C. Clark
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $15; Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (300)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.00 per night
Sports Facilities: Croquet, Horseshoes, Golf, Tennis, Swimming, Shuffleboard, Archery, Riding

George Vanderbilt Hotel (HSMA)

75 Haywood St. (Phone: 7671)
Manager: William D. Turner, Jr.
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms available)
Convention Rates: Single: $4 to $6; Double: $7 to $12; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)

THE KING COTTON

IN GREENSBORO, NORTH CAROLINA



This "hotel of the far-famed name" has proved ideal for area groups and national meetings. Nearby, five 18-hole golf courses. New-old Greensboro is the center for 8 colleges, a variety of thriving industries, encircled by beautiful countryside rich in historical interest.

In the heart of a beautiful piedmont city, a modern 14-story fireproof meeting spot!

- The King Cotton accommodates groups up to 400 throughout the year, with 225 bedrooms and 12 suites available—all modern, freshly furnished; air-conditioned.
- Five well-equipped meeting or banquet rooms, one of 500 capacity with unobstructed view of 24 x 11 stage.
- 4200 square feet of exhibit space on one floor.
- Complete meeting equipment available—16-mm projector, PA system, spotlights, etc.

Rogers Rudd, Manager

TOWN & COUNTRY HOTELS GREENSBORO NORTH CAROLINA
Haywood Duke, President

HOW TO MEET WITH SUCCESS:

Good work gets done—then play is fun!

When you meet at Sedgefield Inn, you'll like the easy way you get things done at working sessions . . . the fine food, smooth service at luncheons, banquets . . . the deep chairs everywhere, for talking with old friends . . . the suites, for private conferring . . . the personalized refreshment arrangements. Then, for play: at the Inn door, 18-hole championship golf . . . putting greens . . . riding horses . . . tennis . . . the outdoor heated pool . . . and the grand trees and rolling hills of Sedgefield's many-acred estate. Everything you want, including genuine *happy-to-have-you* hospitality!

- Accommodates groups up to 200, with 100 bedrooms, 10 suites, many air-conditioned, all newly decorated.
- 8 private meeting rooms, one the detached Manor Hall seating 500 with plenty of legroom, un-pillared.
- 3 banquet rooms, largest seating up to 500 for comfortable service.
- 6000 sq. ft. exhibit space on 1 floor.
- Complete equipment available—16-mm projector, PA, spotlights, etc.

Sedgefield Inn

at Greensboro North Carolina
Harold Colvert, Mgr.

Drive Route 29, 70; or come by Eastern, Capital and Piedmont Airlines or Southern Railway.

NORTH CAROLINA

Asheville continued

Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft.
Visual Aids Available: Screens, Projectors
Other Equipment Available: PA system, spotlights
Parking: $1 per night, in and out service
Sports Facilities: Golf

CHARLOTTE

Railroads: So. Ry.; S.A.L.; P. & N.; Nor. Sou.
Airlines: EAL, CAP, PAI, SOU, DAL

Hotel Charlotte

Cor. Trade & Poplar Sts. (Phone: Edison 2-1121)
Manager: Kenneth B. Cross
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 7 suites available)
Convention Rates: Single: from $6; Double: from $9; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (550 to 600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Beer only
Air Conditioning: Banquet & meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: from $10
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, stage
Parking: Garage 75c to $1.25
Sports Facilities: Golf

Hotel Wm. R. Barringer

426 N. Tryon St. (Phone: 3-0331)
Manager: Rex B. Knorr
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms and 10 suites available)
Convention Rates: Single: from $5.50; Double: from $9; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $2
Liquor: Beer and wine served only
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: 75c per day

GREENSBORO

Railroads: A. & Y.; So. Ry.
Airlines: EAL, CAP, PAI

The King Cotton Hotel

See Advertisement, Page 125

Davis & Market Sts. (Phone: 8181)
Manager: Haywood Duke
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms and 12 suites available)
Convention Rates: Single: $6 to $10; Double: $9 to $12; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 4,200 sq. ft. on one floor
Visual Aids Available: 16 m.m. projectors
Other Equipment Available: PA system, spotlights, stage 24' x 11'
Parking: Garage and lot—$1 overnight

O'Henry Hotel

N. Elm St. (Phone: 7171)
Manager: Nolan B. Williams
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 5 suites available)
Convention Rates: Single: $3.75 to $5; Double: from $6; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: 50c to $1; Lunch: from 75c; Dinner: from $1.35
Liquor: A.B.C. stores
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Other Equipment Available: PA system, spotlights, stage
Parking: 75c—lot, $1—garage

Sedgefield Inn

See Advertisement, Page 125

(Phone: 7154)
Manager: Harold Colvert
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 10 suites available)
Convention Rates: Single: $6 to $10; Double: $10 to $20; Suites: $16 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: 16 m.m. projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities available
Sports Facilities: Golf, Tennis, Riding, Swimming, Shuffleboard, Badminton

HIGH POINT

Railroads: So. Ry.; H. Pt. R. A. & S.; H. Pt. T. & D.
Airlines: CAP, EAL, PAI

Sheraton Hotel

N. Main St. (Phone: 3375)
Manager: Arthur G. Corpening, Jr.
Sales Manager: Daniel Myers Clark
Convention Season: All year, except during markets
Largest Group Accommodated: 300 (175 rooms and 3 suites available)
Convention Rates: Single: $4.50; Double: from $7; Suites: $22
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 85c to $1.65; Dinner: $1.10 to $4.25
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None when meals are served
Air Conditioning: 1 banquet room, 4 meeting rooms and 100 bedrooms
Visual Aids Available: 16mm projector & slide
Net Exhibit Space: 8,000 sq. ft. on two floors
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf

PINEHURST

Railroads: S.A.L.
Airlines: PAI

The Carolina

(Phone: Pinehurst 2911)
Manager: William J. Fitzgibbon
Convention Season: Oct. to May
Largest Group Accommodated: 450 (203 doubles, 45 singles, and 6 suites available)
Conveniton Rates: Single: $15; Double: $26; Suites: $10. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (450)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4. All plus tax
Liquor: Served in hotel via A.B.C. stores
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 32,000 sq. ft. on one floor
Visula Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Bowling, Horseback riding

RALEIGH

Railroads: So. Ry.; S.A.L.; No. So.
Airlines: EAL, CAP, PAI

Hotel Sir Walter

400 Fayetteville St. (Phone: 7711)
Manager: Arthur E. Buddenhagen
Sales Manager: Mrs. C. M. Dunnagan
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms and 15 suites available)
Convention Rates: Single: $5.50; Double: $8; Suites: $18.50
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: $1; Lunch: $2.25; Dinner: from $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000
Visual Aids Available: Projectors, Screens
Other Equipment Available: PA system, spotlights, portable stage
Parking: Garage—$1.50 per night
Sports Facilities: Golf

WINSTON-SALEM

Railroads: S. Ry.; N. & W.; W.S.S.B.
Airlines: EAL, CAP, PAI

Carolina Hotel

407 W. 4th St. (Phone: 2-1181)
Manager: R. E. O'Connell
Convention Season: All year
Largest Group Accommodated: (100 rooms and 15 suites available)
Convention Rates: Single: $4; Double: $6.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: 60c to $1; Lunch: $1 to $2; Dinner: $1.50 to $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor lights, stage
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Robert E. Lee (HSMA)

Cor. 5th & Cherry Sts. (Phone: 6161)
Manager: Douglas Boyle
Sales Manager: Richard Arey
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms, 5 suites and 8 studio combinations available)
Convention Rates: Single: $4.25 to $7; Double: $6.75 to $11.75; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 14 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 225 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,700 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1.50 overnight

NORTH DAKOTA

BISMARCK

Railroads: No. Pac.; Soo Line
Airlines: NWA, BNF

Hotel Patterson

422 Main St. (Phone: CAP 3-4660)
Manager: Frank Hayes
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: from $3; Double: from $4.50
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 75c; Lunch: $1.25; Dinner: $1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $8 to $20
Net Exhibit Space: 4500 sq. ft.
Other Equipment Available: PA system, stage
Parking: Facilities available

FARGO

Airlines: Northwest, Braniff
Railroads: Nor. Pac., Great Nor.

Gardner Hotel (HSMA)

26 Roberts St. (Phone: 2-2556)
Manager: T. L. Powers

Convention Season: All year
Largest Group Accommodated: 340 (125 rooms and 9 suites available)
Convention Rates: Single: $2.75 to $10; Double: $4 to $12; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.35; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $50 if no meals served
Net Exhibit Space: 5,627 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: 25c first 2 hours, 5c each additional hour

Graver Hotel

123 Roberts St.
Manager: B. N. Ness
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 10 suites available)
Convention Rates: Single: $5; Double: $7.50; Suites: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: from 45c; Lunch: from $1.10; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

MINOT

Railroads: G.N.; Soo
Airlines: BNF

Clarence Parker Hotel

1st St. & 1st Ave., S.E. (Phone: 51-153)
VP & Gen. Mgr.: Ruth Parker Flowers
Convention Season: All year
Largest Group Accommodated: 256 (131 rooms and 3 suites available)
Convention Rates: Single: $4 to $6; Double: $7.25 to $9.50; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: 25c to $1; Lunch: 75c to $1.50; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $35
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Facilities available

OHIO

AKRON

Railroads: Penn.; B. & O.; Erie; A.C. & Y.; A. & B.B.
Airlines: AAL, EAL, UAL, CAP

Sheraton-Mayflower Hotel (HSMA)

See Advertisement, Page 127

259 S. Main St. (Phone: Jefferson 1871)
Manager: Douglass M. Boone
Sales Manager: Genny Donahue
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 12 suites available)
Convention Rates: Single: $5.50; Double: $8.50 Twins: $10.50 to $14; Suites: from $22 to $32
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Meeting rooms, 168 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,344 sq. ft. on one floor
Visual Aids Available: Blackboards, screens
Other Equipment Available: PA system, lecterns spotlights, stage
Parking: $1.50 overnight

CANTON

Airlines: United, American, Capital, Eastern
Railroads: B. & O.; Penna.; N.Y.C. & St. L.

Memorial Auditorium

1101 Market Avenue, N. (Phone: GL 4-3743)
Manager: Ralph D. Smith
Exhibit Areas: Main Arena, 16,000 sq. ft.; Stage, 3,000 sq. ft.; corner lobbies, 1,500 sq. ft. each
Rental Fees and Services: $300 per day includes light, heat and cleaning
Floor Load: Unlimited **Ventilation:** Forced air
Ceiling Height: 60 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: Front, 60 ft.; two sides, 15 ft.; truck entrances
Columns: None
Utilities: 110 volt, 220 volt, gas, water
Loading Facilities: Drive-in entrance to main floor
Storage Areas: 50 ft. by 50 ft., plus stage area—35 ft. by 50 ft.; basement, 80 ft. by 30 ft. under stage
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Lot for 500 cars
Distance from Business District: Six blocks

CINCINNATI

Railroads: B. & O.; C. & O.; C.N.O. & T.P.; N.Y.C.; Erie; L. & N.; N. & W.; Penn.
Airlines: AAL, TWA, DEL-C&S, AAA

CONVENTION BUREAU

Cincinnati Convention & Visitors Bureau, Inc.
307 Union Central Bldg. (2)
J. S. Turner, Executive Vice President

AUDITORIUM

Cincinnati Music Hall

1243 Elm St. (CHerry 1-3086)
Manager: Chas. W. Bauer, Jr.
Exhibit Areas: South Hall, 22,500 sq. ft.; North Hall, 22,500 sq. ft.; Ballroom, 22,500 sq. ft.; Foyer, 6,000 sq. ft. (buildings separate but interconnected)
Services Included in Rental: Heat, general lighting, water, cleaning
Floor Load: South and North Halls, unlimited; other areas, 150 lbs. per sq. ft. or more
Ventilation: Air Conditioned
Ceiling Heights: South Hall, 19 ft.; North Hall, 40 ft.; Foyer, 40 ft.
P. A. System: Available
Dimensions: Opening to Exhibit Hall: Accommodates largest trailers
Elevators and Capacities: One to Ballroom, 6,000 lbs.
Columns: South Hall only, 21 by 17 ins., two rows, 21 ft. longitudinal, 30 ft. lateral
Utilities: 110, 220 AC and DC 4-wire, 1 and 3 phase; gas water, steam, sewerage
Loading Facilities: Drive in at street level
Storage Facilities: Ample
Meeting Rooms and Capacities: North Hall (if not used for exhibits), 5,700; Auditorium, 3,718; Ballroom, 2,000; 12 small rooms, 300 total
Facilities for Food Functions: Banquets up to 1,900; bars and restaurants any size
Parking Facilities: 500-car municipal lot across street, plus private lots for 1,000 cars
Distance from Business District: Seven blocks

Hotel Alms (HSMA)

Victory Parkway & McMillan
(Phone: Woodburn 7600)
Manager: Henry L. Dienna
Sales Manager: Dorothy Herbold
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 50 suites available)
Convention Rates: Single: $7.50; Double: $11; Suites from $15
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (700)
Rates for Meals: Breakfast: from 60c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $7 to $150
Net Exhibit Space: 20,201 sq. ft.
Visual Aids Available: 16mm projector, screens, blackboards, easels
Other Equipment Available: PA systems, podiums, microphones, spotlights, stage
Parking: $1.50 to $2
Sports Facilities: Swimming Pool

Netherland-Hilton (HSMA)

Fifth & Race Sts. (Phone: Main 1-3800)
Gen. Manager: John G. Horsman
Res. Manager: Harry Nolan
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms and 35 suites available)
Convention Rates: Single: $6 to $13; Double: $11 to $19; Suites: from $22.50
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. &Capacity of Largest: 20 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, majority of bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 22,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.75 24 hours

Sheraton-Gibson Hotel (HSMA)

See Advertisement, Page 128

421 Walnut St. (Phone: MA-6600)
Manager: Joseph M. Curry
Sales Manager: Ann Kroger
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms and 25 suites available)
Convention Rates: Single: from $5.85; Double: from $8.85; Suites: from $23
No. Mtg. Rms. & Capacity of Largest: 24 (1,700)
No. Banquet Rms. & Capacity of Largest: 24 (1,000)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 90% of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 20,000 sq. ft.
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, stage (Roof 14'6" x 20'; Ballroom 20' x 32'6")
Parking: $1.50 overnight, plus 50c pick-up & delivery charge
Sports Facilities: Bowling

Hotel Sinton

See Advertisement, Page 120

4th & Vine Sts. (Phone: DUnbar 1200)
Manager: John Scheibly
Sales Manager: Arthur A. Denterlein

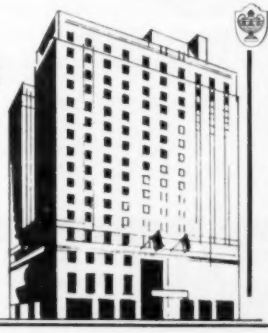
AKRON, OHIO

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-MAYFLOWER

The rubber city's largest and most popular hotel. Ballroom accommodates 800. Eight other air-conditioned function rooms for from 30-250. Garage. Superb food.

Expert Convention Staff
DOUGLASS M. BOONE
General Manager



EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1958
AKRON
INDIANAPOLIS
FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

OHIO

Cincinnati continued

Convention Season: All year
Largest Group Accommodated: 450 (200 rooms & 25 suites available)
Convention Rates: Single: from $5.25; Double: from $9.50; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,081 sq. ft.
Visual Aids Available: Screens, blackboard, easels
Other Equipment Available: PA system, spotlights, stage
Parking: Free overnight, 5 p.m. to 10 a.m.

Terrace Hilton Hotel (HSMA)

15 W. Sixth St. (Phone: Dunbar 1-4000)
Res. Manager: John G. Horsman
Gen. Manager: R. C. Kroger
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, including 20 suites available)
Convention Rates: Single: $8.50 of $16; Double: $14.50 to $20; Suites: from $26.50
No. Mtg. Rms. & Capacity of Largest: 22 (100)
No. Banquet Rms. & Capacity of Largest: 22 (80)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screens
Other Equipment Available: PA System, spotlights, stage
Parking: $1.75 for 24 hours
Sports Facilities: Ice skating

IT'S THE BIGGEST HOTEL IN THE CITY. The most popular hotel. The friendliest hotel. It's the heart of things in Cincinnati. Roof Garden accommodates 1700 for meetings, 1000 for banquets. Other function rooms for 10 to 1220 people. TV. Air-conditioning. Famed Sidewalk Cafe.

1000 rooms
ANN KROGER, *Sales Manager*

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

SHERATON
THE PROUDEST NAME IN HOTELS

CLEVELAND

Railroads: B. & O.; Erie; N.Y.C.; Penna.; W. & L.E.; C.V.; N. & S.S.; N.Y.C. & St. L.; R.T.
Airlines: AAL, EAL, UAL, CAP, TCA, TWA, NWA, NAL

CONVENTION BUREAU

Cleveland Convention & Visitors Bureau
511 Terminal Tower (13)
Edward C. Brennan, Executive Vice President

AUDITORIUMS

Cleveland Municipal Auditorium

Lakeside at East 6th St. (MAin 1-8300)
Manager: Paul Hurd
Exhibit Areas: 250,000 sq. ft.
Rental Fees and Services: $.20 per sq. ft.; all house services
Floor Load: Unlimited
Ventilation: Forced and air conditioning
Ceiling Height: 24 ft. under trusses
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14½ by 19 ft.
Elevator Capacities: 6,000 lbs.
Columns: In South Hall only
Utilities: AC and DC current; compressed air, hot water, gas
Loading Facilities: Truck ramps leading into building
Storage Areas: Ample
Meeting Rooms and Capacities: Seven rooms with capacities from 150 to 3,000
Facilities for Food Functions: Can handle banquet for 2,500
Parking Facilities: 7,000 cars
Distance from Business District: Eight-iminute walk

Cleveland Arena

3700 Euclid Ave. (EN 1-3700)
Manager: James C. Hendy
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: Rental depends on event and includes light and heat
Ceiling Height: 70 ft. **P. A. System:** Available
Utilities: Every type
Meeting Rooms and Capacities: One, seats 120
Facilities for Food Functions and Banquet Capacity: Can handle banquet of 120
Parking Facilities: Available
Distance from Business District: 1.8 miles

Hotel Carter (HSMA)

(Phone: PRospect 1-7200)
Manager: Allen James Lowe
Sales Manager: Andrew Gionan
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms and 15 suites available)
Convention Rates: Single: $6 to $8.25; Double: $9 to $12.50; Suites: $22 to $32
No. Banquet Rms. & Capacity of Largest: 20 (1,200)
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
Rates for Meals: Breakfast: $2.25; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Other Equipment Available: PA system, stage
Parking: Inside—$2.25 for 24 hours, outside—$2 for 24 hours

Hotel Cleveland (HSMA)

See Advertisement, Page 68

Public Square Phone: Tower 1-8000
Managing Director: Robert F. Bryale
Gen. Manager: R. J. Peterson
Sales Manager: J. D. Stroup
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms and 40 suites available)
Convention Rates: Single, from $6; Double: from $8.50; Suites: from $24
No. Mtg. Rms. & Capacity of Largest: 26 (1,400)
No. Banquet Rms. & Capacity of Largest: 26 (1,100)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on one floor

Visual Aid Equipment Available: Screens
Other Equipment Available: PA System, spotlights, stage (42' x 18')
Parking: $2 overnight
Sports Facilities: Cleveland Stadium—5 minute walk, Cleveland Arena—5 minute ride

The Manger (HSMA)

(Phone: Tower 1-2345)

Manager: James L. Barber
Sales Manager: Roger C. Lais
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: from $5.50; Double: from $7.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (700)
Rates for Meals: Breakfast: from $1.75; Lunch, from $1.75; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Net Exhibit Space: 7,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free 6 p.m. to 9 a.m.; $1.25 per day

Hotel Statler (HSMA)

Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 15 suites available)
No. Mtg. Rms. & Capacity of Largest: 21 (1,300)
Euclid at E. 12th (Phone: Pr 1-6800)
Sales Manager: Don Woodard
Manager: R. J. McSoley
No. Banquet Rms. & Capacity of Largest: 21 (1,300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 100 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 14,209 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 for 24 hours

Wade Park Manor

E. 107th & Park Lane (Phone: Cedar 1-3300)

Manager: Owen C. Obetz
Convention Season: All year
Largest Group Accommodated: 350 (225 rooms and suites available)
Convention Rates: Single: $6.50 to $12.50; Double: $9.50 to $16.50; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.35; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: 5 meeting rooms
Other Equipment Available: PA System, spotlights, stage
Parking: $1.50 overnight

COLUMBUS

Railroads: B. & O.; C. & O.; N.Y.C.; N. & W.; Penna.
Airlines: AAL, TWA

CONVENTION BUREAU

Columbus Convention Bureau, Inc.
50 West Broad St. (15)
Arthur G. Grank, Executive Director

AUDITORIUM

Franklin County Veterans Memorial

See Advertisement, Page 129

300 West Broad St. (Phone: CA 1-4341)
Manager: Harry Schreiber
Exhibit Areas: 35,000 sq. ft.—can be divided into two separate halls
Rental Fees and Services: $400 first day, $350 second day and $300 each day after. Includes heat, light and janitor service
Floor Load: Unlimited **Ventilation:** Refrigeration
Ceiling Height: 17 ft. graduated to 8 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Two doors, 10 ft. high
Columns: 35 ft. by 22 ft. apart
Utilities: 110, 220 volts, water, gas, drainage
Loading Facilities: Two loading docks
Meeting Rooms and Capacities: 7, from 50 to 200; one hall for 750
Facilities for Food Functions: Catering for 3,000
Parking Facilities: Lot for 1,000 cars
Distance from Business District: Three blocks

Deshler Hilton Hotel (HSMA)

Broad & High Sts. (Phone: CApital 4-1221)

Manager: Truett I. Gore
Sales Manager: Robert R. Kern
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms & 60 suites available)
Convention Rates: Single: from $6; Double: from $10.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 23 (1,200)
No. Banquet Rms. & Capacity of Largest: 23 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 350 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: Garage $1.50 per night

Hotel Fort Hayes (HSMA)

31 W. Spring St. (Phone: CA 4-8211)

Manager: Thomas S. Walker
Sales Manager: Ruth Griffin
Convention Season: All year when space is available
Largest Group Accommodated: 600 (300 rooms and 12 suites available)
Convention Rates: Single: $6.50; Double: $9; Suites: $15 to $65
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Rates for Meals: Breakfast: from $1.75; Lunch: from $1.75; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 70% of bedrooms
Chgs. for Banquet & Mtg. Rms.: $7.50 to $65
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Neil House Hotel (HSMA)

41 S. High St. (Phone: CApital 1-5221)
Manager & President: Harry L. Ludwig
Sales Manager: Harry T. Allen
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 30 suites available)
Convention Rates: Single: from $5.50; Double: from $8; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50. All prices plus tax and tip
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 40% bedrooms
Charges for Banquet & Mtg. Rms.: Varies; none if meals served
Net Exhibit Space: 44,554 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight
Sports Facilities: Billiards, Baseball, Football, Prize Fights

DAYTON

Railroads: N.Y.C.; Erie; B. & O.; Penn.
Airlines: AAL, TWA

Dayton Biltmore Hotel (HSMA)

First & Main Sts. (Phone: AD 2161)

Manager: Arthur Griffith
Sales Manager: J. D. McDonough
Convention Season: All year
Largest Group Accommodated: 600 (275 rooms and 15 suites available)
Convention Rates: Single: from $7; Double: from $10; Suites: $15, $28.50, $39.50
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3.25
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Screens, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.35 per day

Hotel Miami

2nd & Ludlow Sts. (Phone: Adams 7131)

Manager: Gene Berry
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 5 suites available)
Convention Rates: Single: from $5.75; Double: from $8.25; Suites: from $18.50

Meeting in CLEVELAND? Fly

UNITED AIR LINES

Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

FRANKLIN COUNTY VETERANS MEMORIAL

Auditorium and Exhibition Hall

300 West Broad Street, Columbus, Ohio

CAPACITY Seating capacity of 4,000, modern design to give maximum in viewing, audibility and comfort.

TRANSPORTATION Within five minutes' walking distance of downtown Columbus.

PAST SUCCESSES First Auto Show in 17 years drew over 75,000. Made in Columbus Show drew over 100,000.

DRAWING POWER From an immediate area of over 1,000,000 high-income families.

FACILITIES Can be used for every type of exposition, exhibit, convention, stage show, meeting, etc. Parking for over 1,000 cars.

DID YOU KNOW??? . . . That Columbus is situated within 500 miles of TWO-THIRDS of the entire United States population.

Contact
HARRY SCHREIBER
Manager
Phone Capitol 1-4341

OHIO

Dayton continued

No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: 75c; Lunch: $1.45; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: Banquet & Meeting Rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $150
Net Exhibit Space: 4,437 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage

Van Cleve Hotel (HSMA)
1st & Ludlow Sts. (Phone: FU-6131)
Vice President & General Manager: Claude Cannon
Sales Manager: L. S. Miller
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 6 suites available)
Convention Rates: Single: $6.50 to $14.50; Double: $8.50 to $17; Suites: $20 to $44
No. Mtg. Rms. & Capacity of Largest: 8 (250)
No. Banquet Rms. & Capacity of Largest: 8 (250)
Rates for Meals: Breakfast: $1; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $150
Visual Aids Available: screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per 12 hrs.; $1.50 per 24 hrs.

MANSFIELD

Railroads: B. & O.; Erie; Penna.
Airlines: TWA

Mansfield-Leland Hotel (HSMA)
See Advertisement, Page 130
Park Ave. West & Walnut (Phone: 7-2516)

for your midwest
SALES MEETING
COME TO
MANSFIELD
lower costs • fewer distractions
special weekend features

300 modern rooms . . .
12 meeting rooms . . .
300 seat ballroom . . . coffee shop . . . cocktail lounge . . . dining room . . .

THE
Mansfield-Leland
HOTEL
Call or write Jos. G. Wright, Mgr.
Mansfield 1, Ohio

Manager: Jos. G. Wright
Convention Season: All year
Largest Group Accommodated: 350 (250 rooms & 25 suites available)
Convention Rates: Single: $6; Double: $8 to $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,200 sq. ft.
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Bathing, Fishing, Boating

SANDUSKY

Railroads: B. & O.; N.Y.C. & St. L.; N.Y.C.; Penna.

Hotel Breakers
Cedar Point-On-Lake Erie (Phone: Sandusky 6760)
Manager: Sam W. Gerstner
Convention Season: June 15th to Labor Day
Largest Group Accommodated: 1,000 (600 rooms available)
Convention Rates: Double: $8 to $14
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from 85c; Lunch: from $1; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: None
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Other Equipment Available: Tables, Easels, PA system, Spotlights, Stage
Parking: 50c per 24 hrs; also free facilities
Sports Facilities: Bathing, Tennis, Badminton, Horseshoe courts

SPRINGFIELD

Railroads: N.Y.C.; Erie; Penna.; D.T. & Ir.

Hotel Shawnee (HSMA)
102 E. Main St. (Phone: 3-9771)
Manager: George Beall
Sales Manager: Wm. Wieland
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: from $4.75; Double: from $6.75; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $7.50
Net Exhibit Space: 450 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: $1 overnight

TOLEDO

Railroads: Ann Ar.; C. & O.; D. & T.S.L.; L.S. El.; Penna.; Wab.; W. & L.E.; B. & O.; D.T. & I.; N.Y.C.; N.Y.C. & St. L.; T.T.; T. & E.
Airlines: UAL, CAP, DAL, TWA

CONVENTION BUREAU
Toledo Convention Bureau
218 Huron St. (4)
Harlin L. Walter, Secretary-Manager

AUDITORIUM

Sports Arena
1 Main St. (TA 2403)
Manager: Andrew Mulligan
Exhibit Areas: Handle 125 booths, 10 ft. by 10 ft. each, 20,000 sq. ft.
Rental Fees and Services: On application
Floor Load: Unlimited
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14 ft. by 20 ft.
Columns: None
Loading Facilities: Trucks can drive in
Storage Areas: In concourse
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Half mile

Commodore Perry Hotel (HSMA)
Superior & Jefferson Sts.
(Phone: Cherry 4-2841)
Manager: John D. Sabrey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms & 22 suites available)
Convention Rates: Single: $5 to $14; Double: $7.50 to $16; Suites: $18 to $40
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served: Exhibits: $75 to $150
Net Exhibit Space: 4,180 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage (7' x 20' x 2')
Parking: Free overnight for guests

Hillcrest Hotel (HSMA)
Madison at 16th St. (Phone: CHerry 3-4261)
Manager: Edward D. Ramage
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $8; Double: $11; Suites: $8 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (150)
No. Banquet Rms. & Capacity of Largest: 7 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 70 bedrooms
Charges for Banquet & Mtg. Rms.: None when food is served
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free to registered guests

The Secor Hotel (HSMA)
Jefferson Ave. at Superior St.
(Phone: Cherry 4-5501)
Manager: Raymond J. Mougey
Catering Mgr.: Bruce Fawcett
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms & 7 suites available)
Convention Rates: Single: from $5; Double: from $9; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Rates for Meals: Breakfast: from $1.80; Lunch: from $2.50; Dinner: from $3.25
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms. Some bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Lot & Garage. Free overnight for guests. Daytime—80c for 8 hrs.
Sports Facilities: Golf, Tennis, Boating

YOUNGSTOWN

Railroads: B. & O.; Erie; L.E. & E.; N.Y.C.; Penna.; P. & L.E.; Y. & N.; Y. & S.
Airlines: UAL, CAP

Hotel Pick-Ohio
Hazel & Boardman Sts. (Phone: Riverside 4-1131)
Manager: R. E. Jacobson
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 8 suites available)
Convention Rates: Single: from $5.50; Double: from $8; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: 1 banquet & 1 meeting room, 120 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Visual Aids Available: Projectors, Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Boating, Fishing, Tennis

OKLAHOMA

OKLAHOMA CITY

Railroads: Santa Fe; C.R.I. & P.; OK. C.A.A.; M.K. & T.; Frisco Sys.
Airlines: AAL, BNF, CAL, CEN

AUDITORIUM

Municipal Auditorium

201 N. Dewey (CE 2-6418)
Manager: Dee Fuller
Exhibit Areas: Zebra Room, 38,000 sq. ft.; Main Auditorium, 14,000 sq. ft.; Mirror Room, 5,000 sq. ft.
Rental Fees and Services: Rentals include heat, light and cleaning
Ventilation: Air conditioning
Ceiling Height: Main Aud., 40 ft.; Mirror Room, 23 ft. Zebra Room, 14 to 16 ft.; **P. A. System:** In all halls
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. by 18 ft.
Elevators: One elevator
Columns: None in Auditorium and Mirror Room; behind drapes in Zebra Room
Utilities: 110-220 volt AC current
Loading Facilities: Trucks drive into Zebra Room
Storage Areas: 450 sq. ft., plus unused rooms
Meeting Rooms and Capacities: 10 meeting rooms from 25-600
Facilities for Food Functions and Banquet Capacity: Can handle banquet to 3,500
Parking Facilities: Seven parking lots within half block
Distance from Business District: In downtown district

Huckins Hotel

Manager: Paul Huckins
Convention Season: All year
Largest Group Accommodated: 250 (300 rooms available)
Convention Rates: Single: $4 to $6.50; Double: $5.50 to $11.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $1; Dinner: from $2
Liquor: Not sold
Air Conditioning: 5 banquet & 5 meeting rooms
Charges for Banquet & Mtg. Rms.: No charge if food served. Otherwise variable.
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage $1 overnight

Oklahoma Biltmore Hotel (HSMA)

228 West Grand (Phone: Regent 6-5611)
Managing Director: H. P. "Johnnie" Johnson
Sales Manager: Jack E. Rainer
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms and 20 suites available)
Convention Rates: Single: $4.25 to $7.25; Double: $7.75 to $9.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 14 (500)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: $2 to $3.50; Dinner: $3.50 to $7
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: from $10
Net Exhibit Space: 3,592 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: None

The Skirvin Hotels

See Advertisement, Page 131

Park & Broadway (Phone: Central 2-1251)
Manager: Dan W. James
Sales Manager: M. M. Short
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms & 50 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,500)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.25
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 8,200 sq. ft. on one floor
Visual Aids Available: Screens, Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

TULSA

Railroads: M.K. & T.; A.T. & S. Fe.; M.V.; Frisco Sys.; S.S.; T.S.U.
Airlines: AAL, BNF, CAL, CEN

CONVENTION BUREAU
Convention & Visitors Department
616 S. Boston Ave. (19)
J. P. Arwood, Manager

The Mayo Hotel

5th & Cheyenne (Phone: 3-2141)
Manager: Frank R. Bentley
Convention Season: All year
Largest Group Accommodated: 625 (300 rooms and 15 suites available)
Convention Rates: Single: from $8; Double: from $10; Suites: $25 to $75
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2.75
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,250 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Golf, Swimming, Tennis, Horseback riding

Hotel Tulsa (HSMA)

125 E. Third St. (Phone CH 2-4301)
Manager: Hollis H. Hodges
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms & 20 suites available)
Convention Rates: Single: $5; Double: $7; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3
Liquor: Not served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: from $7.50
Other Equipment Available: PA system, spotlights, stage
Parking: $1.00
Sports Facilities: Golf, Swimming, Fishing

OKLAHOMA

continued

WAGONER

Railroads: K. O. & G.; M. K. T.; M. P.

Western Hills Lodge

See Advertisement, Page 132

Box 276 (Phone: TAhlequah 1290
Manager: C. W. Bliss, Jr.
Convention Season: All year except winter months
Largest Group Accommodated: 300 (150 rooms and 3 suites)
Convention Rates: $7.50 to $13.50; Double: $9.50 to $16.50; Suites: $21.50 to $30
No. Mtg. Rms. & Capacity of Largest: 4 (160)
No. Banquet Rms. & Capacity of Largest: 3 (160)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $1.75
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Horseback riding, Boating, Fishing, Skiing, Swimming

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For reservations, call, write or wire: Charles W. Bliss, Mgr., Western Hills Lodge, Wagoner, Oklahoma. Phone 1290 Tahlequah. TWX 472.

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OREGON

PORTLAND

Railroads: Nor. Pac.; So. Pac.; S.P. & S.; Gr. Nor.; P.T.; U.P.; O.E.
Airlines: UAL, NWA, WAL, WCA, PAA

CONVENTION BUREAU

Portland Convention Bureau
1020 S.W. Front Ave. (4)
V. A. McNeil, Manager

Hotel Benson (HSMA)

309 S. W. Broadway (Phone: At. 9611)

Manager: Sam Standard
Sales Manager: Bud Higgins
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 6 suites available)
Convention Rates: Single: $6 to $8.50; Double: $8 to $14.50; Twins: $10 to $15; Suites: $22.50 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: $1.50 to $4; Lunch: $1.75 to $5; Dinner: $2.75 to $9
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $100 per day
Net Exhibit Space: 5,553 sq. ft.
Other Equipment Available: PA system, portable stage

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Parking: $1.50 for 24 hours
Sports Facilities: Golf, Swimming, Boating, Skiing, Tennis

Hotel Multnomah

Fourth & Pine Sts. (Phone: CApitol 8-74410)
Manager: C. R. Lindquist
Sales Manager: Lucille Brundige
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single: $6 to $12; Double: $9 to $15; Suites: from $22.50
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Net Exhibit Space: 7,532 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night

PENNSYLVANIA

ALLENTOWN

Railroads: L.V.; J.C.; L. & N.E.; Reading
Airlines: UAL, TWA, CAI

Americus Hotel (HSMA)

6th & Hamilton Sts. (Phone: Hemlock 46101)

VP & Gen. Mgr.: Harry W. Clark
Resident Manager: Milton W. Carroll
Convention Season: All year
Largest Group Accommodated: 450 (326 rooms and 10 suites available)
Convention Rates: Single: $5 to $5.50; Double: $8 to $8.50; Twin: $9 to $10; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 13 (600)
No. Banquet Rms. & Capacity of Largest: 13 (375)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when food served or to convention delegates
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, platform
Parking: $1 overnight
Sports Facilities: Golf

ALTOONA

Railroads: Penna.
Airlines: AAA

Hotel Penn Alto (HSMA)

13th Ave. & 12th St. (Phone: Altoona 3-6171)

Manager: Herbert A. Hanson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $11.25
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: 45c to $1.20; Lunch: 85c to $1.25; Dinner: $2 to $3.25; Lunch Banquet: from $1.75; Dinner Banquet: $2 to $3.25
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms and 26 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,110 sq. ft. on one floor
Visual Aids Available: Two screens—52" x 70" each
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight in lot. 25c 1st 2 hours, 10c each additional hour

BEDFORD

Railroads: Penna.; H. & B.T.M.

Bedford Springs Hotel

Phone: Bedford 500

Manager: Donald D. Shoemaker
Convention Season: Apr. 21 to Nov. 12
Largest Group Accommodated: 500 (240 rooms and 10 suites available)
Convention Rates: Single: $17; Double: $26; Suites: $34 to $50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)

Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Visual Aids Available: 16mm movie projector, 35mm slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Horses, Tennis, Lawn Games

BETHLEHEM

Railroads: L.V.; P.B. & N.E.; Reading; J.C.; L. & N.E.
Airlines: UAL, TWA, CAI

Hotel Bethlehem (HSMA)

427-447 Main St.

Manager: Norman J. Canfield
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 3 suites available)
Convention Rates: Single: $5 to $6; Double: $7.50 to $9; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 55c; Lunch: from 75c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Bedrooms and 3 meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 18,000 ft. on one floor
Visual Aids Available: Movie screen, 16mm projector
Other Equipment Available: PA system, spotlights, stage (16' x 16')
Parking: Free facilities

BUCK HILL FALLS

Railroads: Del., Lackawanna & West.

The Inn (HSMA)

See Advertisement, Page 133

(Phone: Cresco 3711)
Manager: Clifford R. Gillam
Sales Manager: Loretta E. Ziegler
Convention Season: From late Oct. to mid-June
Largest Group Accommodated: 425 (300 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (900)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Visual Aids Available: 32mm and 16mm movie projectors, slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Bowling on the green, Horseback riding, Swimming, Fishing

BUSHKILL

Railroads: D.L. & W.

Bushkill Falls House

(Phone: Bushkill 178)
Manager: Frank L. Pipher
Conventoin Season: July to middle of Aug.
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: $8 to $12 daily per person on American Plan
No. Mtg. Rms. & Capacity of Largest: 4
No. Banquet Rms. & Capacity of Largest: 1 (250)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 120 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Private lake, Tennis, Softball, Handball, Shuffleboard, Quoits, Croquet, Ping Pong, Badminton, Putting golf, Basketball, Archery, Volleyball, Horseback riding, Golf

ERIE

Railroads: B. & L.E.; N.Y.C.; N.Y.C. & St. L.; Penna.
Airlines: AAL, CAP

Lawrence Hotel (HSMA)

10th & Peach Sts. (Phone: 25231)
Manager: J. Austin Flannery
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 3 suites available)
Convention Rates: Single: from $5.85; Double: $9; Twins: from $11.25; Suites: $26
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: from $3.25
Liquor: Served in hotel
Other Equipment Available: PA system, stage
Parking: $1.50
Sports Facilities: Swimming, Boating, Fishing, Bowling

HARRISBURG

Railroads: Penna.; Reading
Airlines: TWA, CAP, AAA

The Penn Harris Hotel (HSMA)

3rd & Walnut Sts. (Phone: CE 8-7211)
Manager: Franklin Moore
Sales Manager: Robert P. Cournoyer
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 9 suites available)
Convention Rates: Single: $6 to $11; Double: $8 to $15; Suites: $26 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (240)
Rates for Meals: Breakfast: $2; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight
Sports Facilities: Golf nearby

HERSHEY

Railroads: Reading

Hotel Hershey

(Phone: Hershey Keystone 3-2171)
Manager: Joseph Gassler
Convention Season: All year
Largest Group Accommodated: 125—May to Nov., 175—Nov. to May
Convention Rates: Single: $9; Double: $16 to $17; Suites: $40
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast, a la carte; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: from $10
Other Equipment Available: Spotlights, platforms
Parking: Lot—no charge, Garage—$1 per night
Sports Facilities: Golf, Tennis

JOHNSTOWN

Railroads: B. & O.; Penna.
Airlines: AAA

Hotel Fort Stanwix

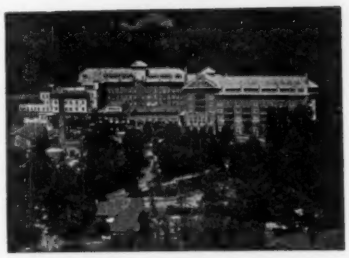
332 Main St. (Phone: 41-271)
Manager: W. E. La Brack
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms and 2 suites available)
Convention Rates: Single: $5.50 to $7; Double: $8 to $10.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.25; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 60 bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—$1.25 overnight, garage—$1.50 overnight

LANCASTER

Railroads: Penna.; Reading
Airlines: TWA, AAA

Brunswick Hotel (HSMA)

N. Queen & Chestnut Sts. (Phone: Lancaster 6201)
Manager: Paul L. H. Heine
Sales Manager: Mildred Kaetz
Convention Season: All year



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IN NEW YORK CITY, PHONE:
John Potteiger, N. Y. Convention Rep.
TEmpleton 1-2605

PENNSYLVANIA

Lancaster continued

Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: from $4.50; Double $10.50
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (525)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 54 bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100, except when food and liquor is served
Net Exhibit Space: 5,772 sq. ft.—all but 588 sq. ft. on one floor
Visual Aids Available: Blackboard, easel, movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1.25
Sports Facilities: Golf, Swimming

MOUNTAINHOME

Railroads: D.L. & W.

Mo-nom-o-nock Inn (HSMA)

Pocono Mountains (Phone: Cresco 3511)

President: Chas. D. Geissinger
Manager: Martin H. Malm
Convention Season: May, June, Sept. & Oct.
Largest Group Accommodated: 150 (104 rooms and 8 suites available)
Convention Rates: Single: $16; Double: $24 to $28; Suites: $32 to $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 and $4
Liquor: Served in clubhouse adjoining
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,200 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Swimming (outdoor pool), Horseshoes, Table tennis, Pocket billiards, Golf, Hiking

Onawa Lodge (HSMA)

(Phone: Cresco 3311)

Manager: H. Irwin Shinnen
Sales Manager: Frank Hort
Convention Season: Oct. to June, except holiday weekends
Largest Group Accommodated: 150 (75 rooms available)
Convention Rates: Single: $9 to $11; Double: $17 to $23. Rates include meals.
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: 16mm silent movie projector, slidomatic viewer
Other Equipment Available: PA system, spotlights, stage, rostrum
Parking: Free facilities
Sports Facilities: Tennis, Swimming, Shuffleboard, Table tennis, Volleyball, Softball, Horseback riding, golf nearby

MOUNT POCONO

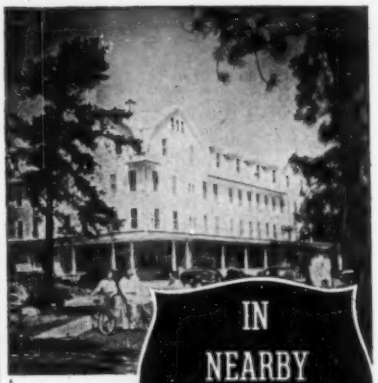
Railroads: D.L. & W.

High Point Inn (HSMA)

See Advertisement, Page 134

(Phone: Mt. Pocono 3811)

Manager: Chas. D. Geissinger
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms available)
Convention Rates: Single: $16; Double: $24; Suites: $34. Add 12% for tips. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 9 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel



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COMPLETE CONVENTION FACILITIES FOR MEDIUM AND SMALL MEETINGS

Scenic, secluded location at the "top of the Pocono Mountains"—a fine hotel with every provision for successful meetings. Full convention equipment, experienced staff, fine accommodations with bath, wonderful food and every major sport.

- **THREE MEETING ROOMS** — for groups of 125, 75, and 50 persons.
- **PUBLIC ADDRESS SYSTEM**—and telephones in each guest room.
- **VISUAL AIDS** — bulletins, blackboards, slide projectors, motion picture projectors.
- **EXHIBIT AREA** — central location in lobby.
- **TRANSPORTATION** — near junction of Rts. 90 and 611 in the heart of the Poconos. Very convenient bus, rail, and air services.
- **ONLY 90 MILES FROM NEW YORK AND PHILADELPHIA**

For additional information and available dates May, June, Sept., and Oct., 1956 and 1957 and 1958 seasons, write to
Edward C. Jenkins, Manager

the SKYLINE INN
and Cottages
Mount Pocono, Pennsylvania

Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: 35mm movie projector, slide projectors, blackboards, Vue-Graph
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: 2 Swimming pools (indoor and outdoor), 9 and 18 hole golf course, Horseback riding, Softball, Baseball, Pocket billiards, Archery, Horseshoes

Mount Airy Lodge

(Phone: Mt. Pocono 3551)
Manager: J. C. Martens
Sales Manager: George Trippi
Convention Season: Oct. to May
Largest Group Accommodated: 250 (130 rooms and 22 suites available)
Convention Rates: Single: $16; Double: $29; Suites: $35. American plan
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet Mtg. Rms.: None
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Screens, blackboards, 16mm projector
Other Equipment Available: PA system, spotlights stage (20' x 40')
Parking: Free facilities
Sports Facilities: All seasonal sports

The Skyline Inn (HSMA)

See Advertisement, Page 134

Knob Drive (Phone: 3661)
Manager: Edward C. Jenkins
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 150 (75 rooms and 3 suites available)
Convention Rates: Single: $14; Double: $20 to $26; Suites: $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Easels, 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Outdoor pool, Tennis, Pitch 'n putt, Croquet, Shuffleboard, Billiards, Volleyball

PHILADELPHIA

Railroads: Penna.; Read.; B. & O.; P.-R. S. L.
Airlines: AAL, EAL, TWA, UAL, NAL, AAA, CAP, PAA

CONVENTION BUREAU

Philadelphia Convention & Visitors Bureau
Juniper & Filbert Sts. (5)
William Morrison, Executive Secretary

AUDITORIUM

Trade and Convention Center

34th St. and Convention Ave. (EVergreen 6-9800)
Manager: Santo S. Panetta
Exhibit Areas: South Exhibition Hall 11,000 sq. ft.; Grand Exhibition Hall, 113,130 sq. ft. Center Exhibition Hall, 35,000 sq. ft.; Convention Exhibition Hall, 37,000 sq. ft; Convention Auditorium, 40,000 sq. ft.; Ballroom, 9,000 sq. ft.
Rental Fees: Minimum rental charge and percentage of gate receipts, plus labor charges
Floor Load: Unlimited in all areas except Auditorium & Ballroom; the latter, 300 lbs. per sq. ft.
Ventilation: Air conditioned in Convention, Exhibition Hall, Convention Auditorium, Ballroom and all meeting rooms.
Ceiling Height: Varies in each area; maximum 90 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 12 by 10 ft. 11 truck entrances, varying from 9' x 10' to 20' x 30'
Elevators and Capacities: Two 45-passenger; two 15-passenger, two 21-passenger, two 10-ton freight
Columns: 27 in. sq.; 20 ft. centers
Utilities: 110-220-440 Volt AC single; two and three-phase 60 cycle; water, gas, steam, air
Loading Facilities: Loading platforms; 22-car railroad siding
Storage Areas: 40,000 sq. ft. under cover
Meeting Rooms and Capacities: 70 rooms, 8 to 1,750 capacities
Facilities for Food Functions: Can handle banquet for 7,000
Parking Facilities: 2,000 cars
Distance from Business District: 10-minute ride

Adelphia Hotel (HSMA)

Chestnut St. at 13th (Phone: RI 6-3000)
Manager: Melvin I. Dalrymple
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 5 suites available)
Convention Rates: Single: $5 to $10; Double: $9 to $16; Suites: $25 to $40
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: 85c; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $300 for meetings. No charge if meals served
Other Equipment Available: PA system, spotligths
Parking: Facilities available

The Bellevue-Stratford (HSMA)

Broad & Walnut Sts. (Phone: Pennypacker 5-0700)
Managing Director: Joseph P. Hoenig
Sales Manager: Herb Loepere
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms and 20 suites available)
Convention Rates: Single: $5 to $13; Double: $9 to $18; Suites: $24 to $40
No. Mtg. Rms. & Capacity of Largest: 19 (1,200)
No. Banquet Rms. & Capacity of Largest: 19 (1,050)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Charges for Banquet and Mtg. Rms.: Conditional
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

The Benjamin Franklin Hotel (HSMA)

Chestnut St. at 9th (Phone: Walnut 2-8600)
Gen. Manager: Joseph F. Conlan
Sales Manager: Alan F. Schnell
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms and 50 suites available)
Convention Rates: Single $6 to $9; Double: $9 to $18; Suites: $26 to $60
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,200)
Air Conditioning: Some mtg. rooms, many bedrooms
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,854 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage 15' x 28'
Parking: $2 for 24 hours in hotel's own garage

Drake Hotel

Spruce St. West of 15th (Phone: Kinglsey 5-0100)
Manager: Harry H. Hoghn
Sales Manager: Barbara Jackson
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 25 suites available)
Convention Rates: Single: $7 to $14; Double: $10 to $18; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (625)
Rates for Meals: Breakfast: $3; Lunch: $2.75; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Easels, blackboards, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day

Penn Sherwood Hotel (HSMA)

3900 Chestnut St. (Phone: EVergreen 6-9000)
Gen. Manager: Bennett E. Tousley
Sales Director: Adele M. Downey
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 30 suites available)
Convention Rates: Single: $6 to $9; Double: $10 to $14; Suites: $15.50 to $26.50; Twins: $10.50 to $14
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 180 bedrooms, 10 suites
Charges for Banquet & Mtg. Rms.: Free meeting rooms with convention
Net Exhibit Space: 7,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1 to $1.50 overnight

Sheraton Hotel (HSMA)

See Advertisement, Page 135

17th & Pennsylvania Blvd.
Manager: Lloyd B. Carswell
Sales Manager: George E. Gorman
Convention Season: All year
Largest Group Accommodated: 1200 (600 rooms and 50 suites available)
Convention Rates: Single: $8.85; Double: $13.00; Suites: $25.00
No. Mtg. Rms. & Capacity of Largest: 19 (2,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,265)
Rates for Meals: Breakfast: $2.25; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel

Meeting in PHILADELPHIA?

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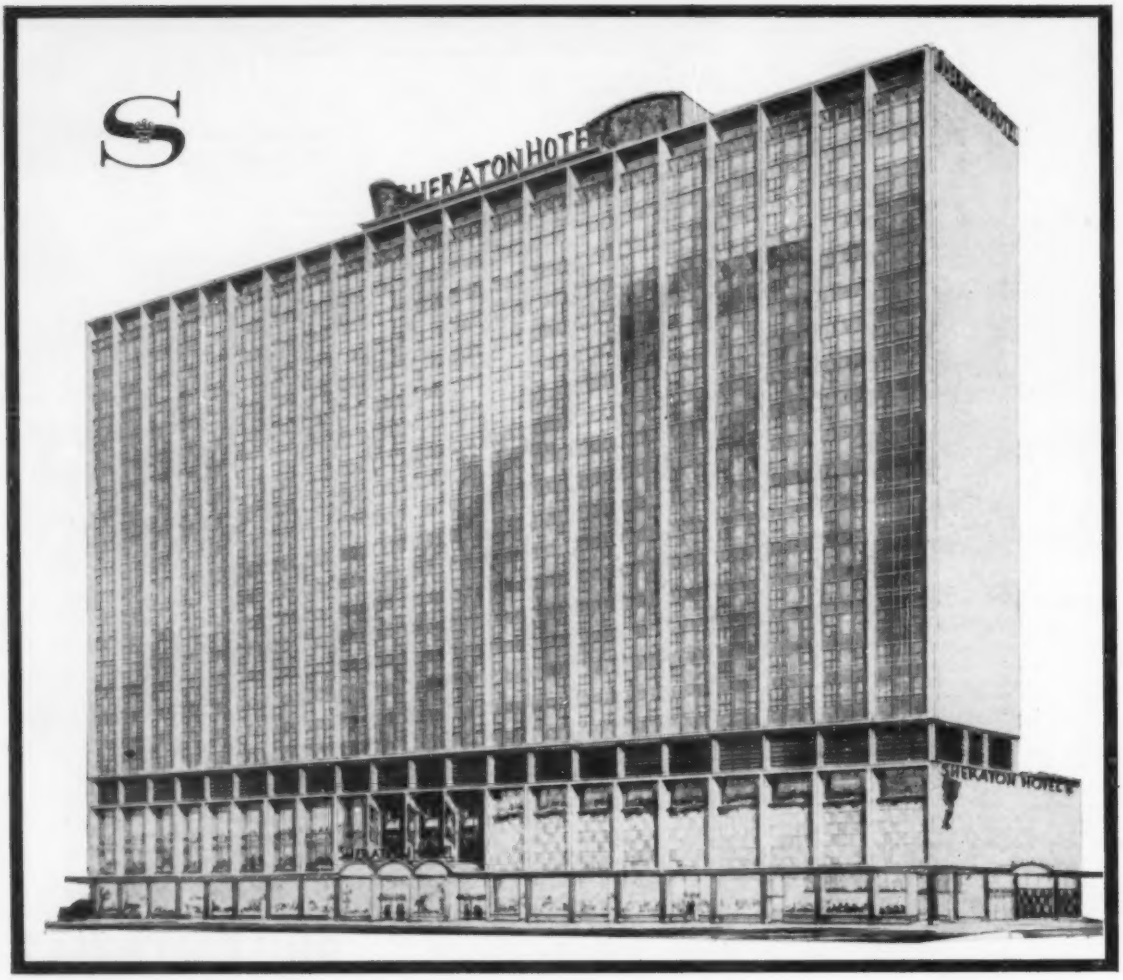
Less time traveling . . . more time at the convention — from nearly everywhere in the country.

For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.



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PHILADELPHIA'S NEW SHERATON HOTEL

In the heart of Philadelphia's Penn Center — one of America's most modern urban developments — stands the country's most modern convention hotel, the new Sheraton!

This new showplace, specifically planned to provide the maximum in accommodations for group activities of any size, offers a high level of facilities and service to make your convention doubly memorable — and effective.

Ultramodern in every detail, the $16,000,000 Sheraton will be air-conditioned throughout. A striking grand ballroom will seat 1500 for banquets, 2300 for meetings — other function rooms for 30 to 450. 1000 luxurious bedrooms with picture-window view, four different restaurants, for selective dining, 1000 car garage with drive-in registration desk and direct entrance, ample exhibit spaces, all make conventioning a pleasure. FOR INFORMATION write Suite 854, Suburban Station Building, 1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania.

LLOYD B. CARSWELL, *General Manager* GEORGE E. GORMAN, *Sales Manager*

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Sheraton Hotel opens 1959
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and other Midwest cities

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SHERATON the proudest name in **HOTELS**

PENNSYLVANIA
Philadelphia continued

Charges for Banquet & Mtg. Rms.: None for conventions or day meetings
Net Exhibit Space: 23,000 sq. ft.
Visual Aids Available: Projectors, screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities for 1,000 cars

Sylvania Hotel

Broad & Locust (Phone: Pe 5-7200)

Manager: W. H. Harned
Sales Manager: Louis J. Slattery
Convention Season: All year
Largest Group Accommodated: 450 (375 rooms and 24 suites available)
Convention Rates: Single: $5.75 to $8; Double: $9 to $12; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: $1.75 to $2.25; Lunch: $2 to $3.50; Dinner: $3 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for convention groups
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

The Warwick (HSMA)

17th & Locust Sts. (Phone: PEnnypacker 5-3800)

Manager: Paul J. McNamara
Sales Manager: J. Lloyd Larkins
Convention Season: All year
Largest Group Accommodated: 450 (325 rooms and 35 suites available)
Convention Rates: Single: $9 to $12; Double: $13 to $16; Suites: $22 to $60
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: Space for ten 6-foot table top exhibits
Visual Aids Available: Movie screens, easels
Other Equipment Available: PA system, spotlights, stage (16' x 30')
Parking: $2 overnight

PITTSBURGH

Railroads: B. & O.; Penna.; P. & L.E.; A. & So. S.; P. & W.V.
Airlines: TWA, CAP, NWA, AAA, EAL

CONVENTION BUREAU
Pittsburgh Convention Bureau, Inc.
411 Seventh Ave. (19)
Charles W. Shaffer, Executive Vice President

Carlton House (HSMA)

550 Grant St. (Phone: GRant 1-6060)

Manager: John N. Penn
Sales Manager: Warren P. Schleicher
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 5 suites available)
Convention Rates: Single: $11 to $16; Double: $14 to $18; Suites: $30 to $68, American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Rates for Meals: Breakfast: $1.75 to $2.50; Lunch: $3.50 to $5; Dinner: $4.50 to $8.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: No charge when food and liquor served
Other Equipment Available: PA system, spotlights,
Parking: $2—24 hours

Penn-Sheraton Hotel (HSMA)

See Advertisement, Page 137

Wm. Penn Place (Phone: Atlantic 1-7100)

Manager: C. T. Carey
Div. of Sales: E. H. Gallup, Jr.
Convention Season: All year
Largest Group Accommodated: 2,200 (1,000 rooms and 50 suites available)
Convention Rates: Single: $8; Double: $11.50; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 25 (1,300)
No. Banquet Rms. & Capacity of Largest: 25 (950)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Chgs. for Banquet & Mtg. Rms.: None for conventions of when food is served
Net Exhibit Space: 2,200 sq. ft. on one floor
Visual Aids Available: Podium, closed circuit TV, screens
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, spotlights, stage (10'5" x 22'5")
Parking: $2 overnight
Sports Facilities: Major League Baseball, National League, Pro Football, College Basketball

Pittsburgher Hotel (HSMA)

428 Diamond St. (Phone: Atlantic 1-6970)

Manager: Jos. F. Duddy
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 3 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $7.25 to $9.50; Twins: $11 and $11.50; Suites: $22.50
No. Mtg. Rms. & Capacity of Largest: 5 (100)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Rates for Meals: Lunch: $2 to $3; Dinner: $3 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $9 to $35
Other Equipment Available. PA system
Parking: $2.30 daily

Roosevelt Hotel (HSMA)

Penn Ave. & 6th St. (Phone: Atlantic 1-3700)

Manager: E. A. Leach
Sales Manager: D. A. Phillips
Convention Season: All year
Largest Group Accommodated: 450 (300 rooms and 15 suites available)
Convention Rates: Single: $5 to $9; Double: $7 to $12.50; Suites: $21.50 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 11 (450)
Rates for Meals: Breakfast: from 55c; Lunch: from $1; Dinner: from $2.60
Liquor: Served in hotel, except on Sunday
Air Conditioning: Banquet and meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: Space for 20 6' x 6' booths
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for first 18 hours, and 10c for each additional hour
Sport Facilities: Bowling

Sherwyn Hotel (HSMA)

See Advertisement, Page 120

212 Wood St. (Phone: Court 1-6600)

Manager: Murrel F. Vaughn
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Convention Rates: Single: from $6.50; Double: from $9.50; Suites $14 to $35
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3.25. Prices plus tip.
Liquor: Served in hotel
Air Conditioning: 7 meeting rooms, 7 banquet rooms and 126 bedrooms
Charges for Banquet & Mtg. Rms.: None if convention group in hotel
Visual Aids Available: Easel, screen, blackboards
Other Equipment Available: PA system, spotlights
Parking: $1.50 for 24 hours
Sports Facilities: Bowling; Swimming, other activities in YMCA across street

Hotel Webster Hall (HSMA)

4415 5th Ave. (Phone: Mayflower 1-7700)

General Manager: H. J. Huemrich
Sales Manager: Florence Rittinger
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 20 suites available)

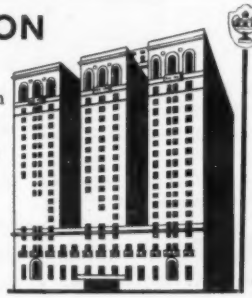
PITTSBURGH

ANOTHER DISTINGUISHED SHERATON HOTEL

PENN-SHERATON

FORMERLY THE HOTEL WILLIAM PENN, finest hotel in Pittsburgh. Now better than ever under Sheraton management. Accommodates groups up to 2,500 in air-conditioned splendor. 25 meeting rooms, every convention convenience.

1600 rooms
C. T. CAREY
General Manager



EAST
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Sheraton Hotel opens 1957
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Meeting in PITTSBURGH?

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POCONO MANOR

POCONO MANOR, PA.

JOHN M. CRANDALL, *General Manager*

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For our convention folder and complete information write to William D. Herrmann, General Manager, Split Rock Lodge and Club, White Haven, R. D., Pa. Telephone White Haven 4561.

On Lake Harmony in the Poconos

Split Rock LODGE AND CLUB

PENNSYLVANIA

Pittsburgh continued

Convention Rates: Single: $6.25; Double: $9.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Rates for Meals: Breakfast: 55c to $1.25; Lunch: 85c to $1.50; Dinner: $2 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 230 bedrooms
Charges for Banquet & Mtg. Rms.: None if food served, $10 to $275 for meetings
Net Exhibit Space: 11,600 sq. ft. on one floor
Visual Aids Available: Screens, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: 60c 24 hours outdoors, $1.25 24 hours indoors

POCONO MANOR

Railroads: D. L. & W.

Pocono Manor Inn (HSMA)

See Advertisement, Page 138

Pocono Manor (Phone: Mt. Pocono 3611)
Manager: John M. Crandall, Lewis F. Winne, Res. Mgr.
Sales Manager: Betty J. Evans
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 400 (230 rooms available)
Convention Rates: Single: $18; Double: $30. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (325)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $3 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,800 sq. ft.
Visual Aids Available: 16mm sound projectors, 2x2 slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities out of doors, $1.25 per day in garage
Sports Facilities: Bowling, Billiard, Ping pong, Shuffleboard, Golf, Horseback Riding, Swimming, Boating, Trap Shooting, Winter Sports

READING

Railroads: Penna.; Read.
Airlines: TWA, CAI, CAP

Abraham Lincoln Hotel (HSMA)

5th & Washington Sts. (Phone: 4-1121)
Manager: Francis H. Mills
Convention Season: All year
Largest Group Accommodated: 525 (175 rooms and 17 suites available)
Convention Rates: Single: $5.25 to $8; Double: $9 to $12; Suites: $18 to $32
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: Easels, screens, blackboards
Other Equipment Available: PA system, spotlights, Rollomatic stage
Parking: $1.50 for 24 hour service
Sports Facilities: Golf

SCRANTON

Railroads: J.C.; D. & H.; D.L. & W.; Erie; L. & W.V.; N.Y.O. & W.
Airlines: AAL, CAI, TWA, AAA

Hotel Jermyn

322 Spruce St.
Manager: George P. McKeon
Sales Manager: Nelson Ramont
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 2 suites available)
Convention Rates: Single: $4.50 to $10.25; Double: $6.50 to $13.25; Suites: $20 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $125
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c in lot, $1.50 in garage

SHAWNEE-ON-DELAWARE

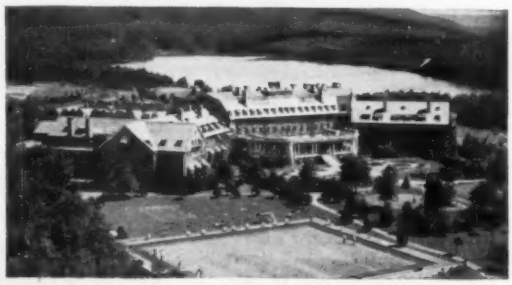
Railroads: to Stroudsburg, E. Stroudsburg

Shawnee Inn & Country Club (HSMA)

(Phone: Stroudsburg 140)
Manager: Weldon S. Garrison

WHY SKYTOP?

For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500-acre estate provides complete isolation and every physical attribute for group meetings—10 to 300.



- ★ **Private club atmosphere, distinguished service**
- ★ **Easily accessible (only 100 mi. from N. Y. and Phila.)**
- ★ **Excellent meeting rooms, equipped with all professional requirements**
- ★ **Outstanding cuisine — private dining rooms**
- ★ **Superb facilities for relaxation and recreation, including 18 hole championship golf course**
- ★ **Beautifully appointed accommodations**

Write for Conference Booklet and complete details

SKYTOP CLUB *High in the Poconos*

BOX 30, SKYTOP, PENNA. • Wm. W. Malleson, Jr., *Gen. Mgr.*

Sales Manager: Edgar A. Sweet
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 240 (120 rooms available)
Convention Rates: Single: $28; Double: $36; Suites: $61. American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Available on request
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,698 sq. ft. on one floor
Visual Aids Available: 16mm projector and 2x2
Other Equipment Available: PA system, spotlights, stage (only by request)
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Fishing, Boating, Archery, Horseback Riding nearby

SKYTOP

Railroads: D.L. & W.
Airlines: AAL, CAI, TWA—all to Scranton

Skytop Club (HSMA)

See Advertisement, Page 138

(Phone: Cresco 3011)
Manager: Wm. W. Malleson, Jr.
Resident Manager: D. M. Biles
Convention Season: Sept. through June
Largest Group Accommodated: 300 (190 rooms available)
Convention Rates: Single: $14.50 to $19.50; Double: $28 to $36. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: $2.50; Lunch: $3.25; Dinner: $4.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Slide projector, 16mm and 35mm sound projector and screen, easels, blackboards
Other Equipment Available: PA system, spotlights stage
Parking: No charge in lot. Heated garage—$1.50 per night
Sports Facilities: Golf, Riding, Fishing, Lawn bowling, Tennis, Putting green, Swimming, Shuffleboard, Archery, Badminton, Skiing

UNIONTOWN

Railroads: Penna.; B. & O.
Airlines: AAA

Summit Hotel

(Phone: 88594)
Manager: Sam Stewart
Convention Season: May 1 to Nov. 1, except July and Aug.
Largest Group Accommodated: 200 (88 rooms available)
Convention Rates: Single: $14; Double: $24. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2; Dinner: $3 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: Projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Golf, Shuffleboard

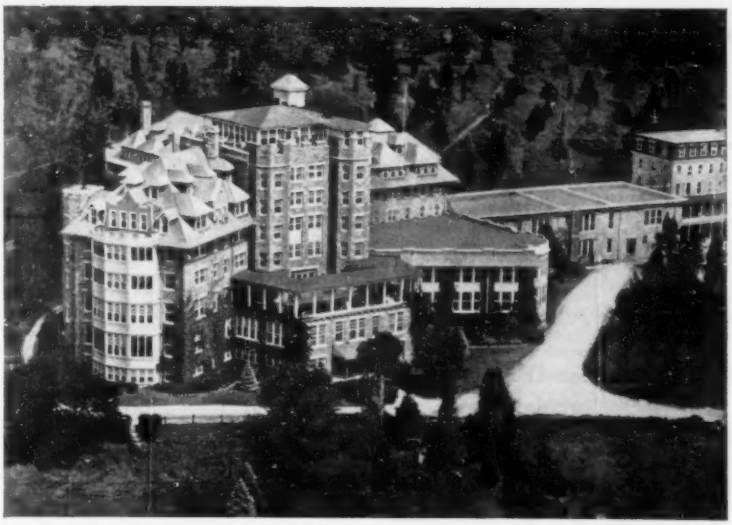
WERNERSVILLE

Railroads: Read.

Galen Hall Hotel

See Advertisement, Page 139

(Phone: Sinking Spring 8011)
Manager: Daniel Burack
Sales Manager: Samuel Sopenoff
Convention Season: Apr. 15 to Oct. 30
Largest Group Accommodated: 500
Convention Rates: Single: $18; Double: $32; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $2; Lunch: $4; Dinner: $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Visual Aids Available: Motion picture and slide projectors



AMERICA'S MOST ENJOYABLE CONVENTION
awaits you at this famous Pennsylvania resort hotel

FOREST GLADES POOL. Enjoy dancing at night on the pool's Star-lit Terrace.

Here's a *magnificent* setting for your next convention! High on a mountainside in the Pennsylvania-Dutch country, surrounded by 1000 acres of private woodland, Galen Hall Hotel has *every* facility for groups from 10 to 500: two air-conditioned banquet rooms, each seating 500 . . . six meeting rooms . . . 2400 sq. ft. of exhibit space . . . trained staff . . . social program . . . entertainment and dancing nightly. Season: April – October.

CHAMPIONSHIP GOLF on Galen's beautiful 18-hole golf course – a golfer's paradise!

Galen Hall
HOTEL

Wernersville, Pa. • Sinking Springs 8011
Daniel Burack, Director

Write for color booklet and information

Easy to reach by car: **near Reading Interchange, Pa. Turnpike . . . *by air:* TWA, Colonial, Capital Air Lines to Reading Airport.**

PROVIDENCE, R. I.

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-BILTMORE

Complete facilities for banquets or meetings of up to 500 persons. Excellent transportation facilities. Four air-conditioned restaurants.

500 rooms
GEORGE D. JOHNSON
General Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
Sheraton Hotel opens 1957
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
OMAHA
LOUISVILLE
DALLAS
Sheraton Hotel opens 1959
AKRON
INDIANAPOLIS
FRENCH LICK, Ind. and other Midwest cities
PACIFIC
SAN FRANCISCO
LOS ANGELES
PASADENA
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

PENNSYLVANIA

Wernersville continued

Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day in garage
Sports Facilities: 18 hole golf course, Swimming pool, Tennis, Handball, Dancing & Entertainment nightly

WHITE HAVEN

Railroads: L.V.; J.C.

Split Rock Lodge (HSMA)

See Advertisement, Page 138

(Phone: White Haven 4561)
Manager: Wm. D. Herrmann
Sales Manager: C. A. Rhoads
Convention Season: Sept. 16 to June 14
Largest Group Accommodated: 260 (43 rooms & 58 cottages available)
Convention Rates: Single: $15 to $18; Double: $26 to $30; Cottages: $28 to $54. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (70)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage (10' x 10')
Parking: Free facilities
Sports Facilities: Golf—18 miles distant

WILKES-BARRE

Railroads: J.C.; D. & H.; L.V.; Penna.; L. & W.V.
Airlines: AAL, CAI, TWA, AAA

Sterling Hotel

47 Market Street (Phone: VAlley 2-3131)

Manager: Stephen C. Finnen
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
No. Mgt. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 90 bedrooms
Charges for Banquet & Mtg. Rms.: from $10
Other Equipment Available: PA system, spotlights
Parking: Available

YORK

Railroads: M. & P; Penna.; W.M.

Yorktowne Hotel

Market & Duke Sts. (Phone: 82831)

Manager: Charles D. Klingler
Sales Manager: Robert R. Heathcote
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7 to $13; Suites: $40
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: 90c to $1.75; Dinner: $2.50 to $7.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,125 sq. ft. on 2 floors
Visual Aids Available: Screen, Projector
Other Equipment Available: PA system, spotlights, stages
Parking: $1.50 indoors

RHODE ISLAND

PROVIDENCE

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, UAL

Crown Hotel (HSMA)

208 Weybosset St. (Phone: DExter 1-8200)

Manager: George J. Sanker
Sales Manager: Robert McGrath
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $3 to $7; Double: $6 to $11; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Net Exhibit Space: 6,600 sq .ft.
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 all night in garage, lot free

Sheraton-Biltmore (HSMA)

See Advertisement, Page 139

11 Dorrance St. (Phone: Gaspee 1-9200)

Manager: George D. Johnson
Sales Manager: James J. O'Halloran
Convention Season: All year
Largest Group Accommodated: 1,000 (460 rooms, inc. 19 suites available)
Convention Rates: Single: from $7.50; Double: from $10.50; Suites: from $14.85
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: 5 banquet and meeting rooms, 20% of bedrooms
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 6,500 sq. ft. on one floor
Visual Aids Available: Blackboards, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

SOUTH CAROLINA'S MOST POPULAR HOTEL FOR SALES MEETINGS AND CONVENTIONS

Charleston's Only Waterfront Hotel

Hotel Fort Sumter

Completely Air Conditioned

SUPERIOR FACILITIES FOR MEETINGS GROUP DISCUSSIONS & ENTERTAINMENT

Van Allen Bealer, Manager

At The Foot Of King Street

CHARLESTON, SOUTH CAROLINA

SOUTH CAROLINA

CHARLESTON

Railroads: A.C.L.; So. Ry.; S.A.L.
Airlines: DEL-C&S, EAL, NAL, SOU

Hotel Fort Sumter

See Advertisement, Page 140

Manager: Van A. Bealer
Res. Manager: W. F. "Jeff" Jefferson
Convention Season: Mar. 10 to Apr. 15
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: $5.25; Double: $9; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: $3
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, raised dais
Parking: Free facilities for 150 cars
Sports Facilities: Golf, Fishing, Beaches

Francis Marion Hotel (HSMA)

See Advertisement, Page 145

King & Calhoun Sts. (Phone: 2-8831)

Manager: F. M. (Pete) Woods
Sales Manager: W. E. Baty
Convention Season: All year, except Mar. 15 to Apr. 20
Largest Group Accommodated: 500 (200 rooms and 20 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $24
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft. on four floors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Fishing, Sailing, Hunting, Tennis, Horseback riding, Bowling

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DEL-C&S, EAL

Columbia Hotel

1301 Gervais St. (Phone: 22141)

Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 300
Convention Rates: Single: from $4.75; Double: from $8.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Not served from open bar
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1

Wade Hampton Hotel

See Advertisement, Page 144

Corner Main & Gervais Sts. (Phone: 23621)

Manager: Fitzhugh L. Smith
Convention Season: All year
Largest Group Accommodated: 375 (200 rooms and suites available)
Convention Rates: Single: $4.25 to $6.50; Double: $6.50 to $9.50; Suites: $21
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from 40c; Lunch: from 75c; Dinner: from $1
Liquor: Served but not sold
Air Conditioning: Entire hotel
Other Equipment Available: PA system, movable platforms
Parking: $1 per night

GREENVILLE

Railroads: So. Ry.; P. & N.; C. & W.C.; G. & N.
Airlines: DEL-C&S, EAL, SOU

Poinsett Hotel

South Main St. (Phone: 3-6211)

Manager: J. Mason Alexander
Convention Season: All year
Largest Group Accommodated: 325 (175 rooms and 4 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (325)
No. Banquet Rms. & Capacity of Largest: 3 (325)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. (within three blocks of hotel)
Other Equipment Available: PA system, spotlights, stage
Parking: 25c to 50c per day
Sports Facilities: Swimming, Fishing, Tennis, Hunting, Golf

MYRTLE BEACH

Railroads: A.C.L.
Airlines: PAI

Ocean Forest Hotel

Ocean Blvd. (Phone: 2051)

Manager: Rush Strayer
Convention Season: All year
Largest Group Accommodated: 400 (196 rooms, including 15 suites available)
Convention Rates: Single: $14; Double: $22; Suites: $30. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 2 (550)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,309 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Golf, Fishing

SOUTH DAKOTA

SIOUX FALLS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Ill. Cent.; C. & N.W.L.
Airlines: BNF

AUDITORIUM

Sioux Falls Coliseum

501 N. Main Ave. (Phone: 8-5531)

Manager: Allan P. Aker
Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 10,000 sq. ft.; Armory, 5,000 sq. ft.
Rental Fees and Services: $350 per day; janitor service, light and heat
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 25 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Adequate
Columns: None
Utilities: Gas, electricity
Meeting Rooms and Capacities: Auditorium, 2,300; three smaller rooms, 50
Facilities for Food Functions and Banquet Capacity: Can serve banquets up to 1,500
Parking Facilities: Available
Distance from Business District: Two blocks

Sheraton Cataract Hotel

Manager: W. A. Plummer
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms and 4 suites available)
Convention Rates: Single from $4; Double: from $6.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (375)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 2,900 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

TENNESSEE

CHATTANOOGA

Railroads: C. of Ga.; N.C. & St. L.; A.G. So.; C.N.O. & T.P.; T.A. & G.; So. Ry.
Airlines: EAL, CAP, DEL-C&S

CONVENTION BUREAU

Chattanooga Convention & Visitors Bureau
819 Broad St. (2)
Thomas J. Boylan, Executive Director

AUDITORIUM

Memorial Auditorium

399 McCallie Ave. (Phone 6-8837)

Manager: Tommy C. Thompson
Exhibit Areas: Mail Hall, 13,000 sq. ft.; stage, 800 sq. ft.; Wheland Hall, 1,500 sq. ft.
Rental Fees and Services: $300 per day includes janitor service, heat and light
Floor Load: Ample
Ceiling Height: 50 ft. **P. A. System:** $50 per day for set and operator
Elevators and Capacities: Freight elevator to Main Hall, 6,000 lbs.
Columns: None
Utilities: AC current
Loading Facilities: Large truck can use elevator to unload on exhibit floor
Storage Areas: Basement, 500 sq. ft.; stage, 800 sq. ft.
Meeting Rooms and Capacities: Three, 200 capacity; plus 12 large dressing rooms—some can be used for small meetings
Facilities for Food Functions: None
Parking Facilities: Garage in basement; large lots across street; 1,000 cars
Distance from Business District: Two blocks

Patten Hotel (HSMA)

"I" & 11th St. (Phone: 6-2141)

Manager: Garnett Andrews
Sales Manager: William B. Pfeiffer
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms and 8 suites available)
Convention Rates: Single: $4; Double: $7; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Screens, strip and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

The Read House

Broad, 9th, Chestnut (Phone: 6-4121)

Manager: Albert Crouch
Convention Season: All year
Largest Group Accommodated: 500 (200 bedrooms and 7 suites available.
Convention Rates: Single: from $5; Double: from $7; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 10 (650)
No. Banquet Rms. & Capacity of Largest: 10 (475)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Package only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $125
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

GATLINBURG

Railroads: L. & N.; So. Ry.—to Knoxville
Airlines: AAL, CAP, DEL-C&S, PAI—to Knoxville

Mountain View Hotel

(Phone: 384)

Manager: Tom Woods
Convention Season: Nov. 1 to Apr. 1
Largest Group Accommodated: 250 (100 rooms available)
Convention Rates: Single: $11 to $12; Double: $15 to $20; Suites from $30; for American Plan. Single: $6 to $8; Double: $8 to $12 for European Plan
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: One banquet and meeting room, and some bedrooms
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Ping pong, Tennis, Hiking, Horseback riding, Fishing Mt. streams & T.V.A. lakes nearby, 18 hole Golf course

MEMPHIS

Railroads: C.R.I. & P.; Frisco; G.M. & O.; I.C.; L. & N.; Mo. Pac.; N.C. & St. L.; St. L.S.W.; So. Ry.; Union
Airlines: AAL, EAL, DEL-C&S, BNF, CAP, SOU

CONVENTION BUREAU

Memphis Convention Bureau
P.O. Box 224
Donald M. Wilkins, Director

AUDITORIUMS

Municipal Auditorium

Main and Poplar Sts. (Phone: 37-5443)

Manager: Chauncey Barbour
Exhibit Areas: 50,000 sq. ft.
Rental Fees: On application
Floor Load: 400 lbs. per sq. ft.
Ventilation: Fans
Ceiling Height: 68 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 18 ft.
Elevators and Capacities: Three, 3,000 lbs.
Columns: None
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Railroad one block from building
Storage Areas: Ample
Meeting Rooms and Capacities: 11, 80 to 200 persons; main floor, 2,000; balconies, 6,000
Parking Facilities: Available
Distance from Business District: Four blocks

Ellis Auditorium

74 Poplar Ave. (Phone 37-5444)

Manager: Chauncey Barbour
Exhibit Areas: North Hall, 15,000 sq. ft.; West Hall, 12,122 sq. ft.
Rental Fees: On application
Ventilation, air conditioned
Ceiling Height: North Hall, 90 ft.; West Hall, 18 ft.
P. A. System: All halls
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.
Elevators: One, from basement to main floor
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Exhibit halls at street level
Storage Areas: 3,456 sq. ft.
Meeting Rooms and Capacities: Two, 20 ft. by 20 ft.; 23 dressing rooms; Concert Hall, capacity 2,500
Facilities for Food Functions: Handled by caterer
Parking Facilities: Good
Distance from Business District: Two blocks

Chisca Hotel

Main at Linden St. (Phone: JA 5-4661)

Manager: Norman S. Woodmansee
Sales Manager: A. H. Addison
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms and 20 suites available)
Convention Rates: Single: $4.25; Double: $6.50; Suites: $13.50
No. Mtg. Rms. & Capacity of Largest: 7 (2,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,500)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.25 to $2; Dinner: $1.75 to $3.50
Liquor: Set-ups only

TENNESSEE

Memphis continued

Air Conditioning: Banquet and meeting rooms, all bedrooms
Charges for Banquet & Mtg. Rms.: None with food or service
Net Exhibit Space: 18,361 on three floors
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Hotel Claridge

Main at Adams (Phone: 5-2511)
Manager: Scott J. Stewart
Convention Season: All year
Largest Group Accommodated: 1000 (250 rooms and 20 suites available)
Convention Rates: Single: from $4.50; Double: from $7.50; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast from $1.25; Lunch: from $1.50; Dinner: from $1.75
Liquor: Served by bottle only. Beer and setups at bar.
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $5 to $75
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free
Sports Facilities: Numerous golf courses

Gayoso Hotel

139 S. Main
Manager: Lou Ervin
Sales Manager: George Anderson
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 5 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2 (Function Rates)
Liquor: Not served in hotel, but liquor store is in lobby
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rooms.: None if food served
Net Exhibit Space: 4,200 sq. ft. on one floor
Visual Aids Available: screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 in and out parking

Hotel King Cotton

69 Jefferson St. (Phone: 8-5883)
Manager: John R. Manser
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms and 3 suites available)
Convention Rates: Single: from $4.75; Double: from $6.75; Suites: $26.50
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (750)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Beer served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 13,647 sq. ft.
Visual Aids Available: Screen, projector, projection booth
Other Equipment Available: PA system, spotlights, stage
Parking: Free parking for hotel and banquet guests

Peabody Hotel (HSMA)

Union bet. 2nd & 3rd Sts. (Phone: Jackson 6-7766)
Manager: T. J. McGinn
Sales Manager: Roy D. Moore
Convention Season: All year
Largest Group Accommodated: 625 (400 rooms and 18 suites available)
Convention Rates: Single: $5 to $11; Double: $7 to $13; Suites: $19 to $35
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (900)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2.50
Liquor: No public bar service, but liquor stores available
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 38,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50
Sports Facilities: Golf, Tennis, Fishing, Swimming

NASHVILLE

Railroads: L. & N.; N.C. & St. L.; T.C.; N-F.
Airlines: AAL, EAL

The Dinkler-Andrew Jackson Hotel (HSMA)

See Advertisement, Page 63

(Phone: 5-2121)
Vice. Pres. & Manager: Leon W. Womble
Sales Manager: Miss Dorothy Baumgartner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single, from $15; Double: from $10; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.25
Liquor: Liquor stores
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None, if food served
Net Exhibit Space: 5,564 sq. ft. on main lobby and mezzanine
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight

Hotel Hermitage (HSMA)

Union St. at 6th Ave. (Phone: ALpine 6-2161)
Manager: Richard R. Hall
Sales Manager: Howard M. Burton
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 15 suites available)
Convention Rates: Single: from $5; Double: from $7.50; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Beer and setups, package goods available
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 7,368 sq. ft. on one floor
Visual Aids Available: Closed circuit TV, screens, projector
Other Equipment Available: PA system, spotlights, platforms
Parking: 75c over night

The Maxwell House (HSMA)

4th & Church St. (Phone: ALpine 5-2112)
Manager: Woody Wilson
Sales Manager: Mrs. A. H. Mizell
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms and 3 suites available)
Convention Rates: Single: from $4.75; Double: from $7; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.25
Liquor: Mixing bar in cocktail lounge
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: Nearby garage
Sports Facilities: Golf nearby

Sam Davis Hotel (HSMA)

132 7th Ave., N. (Phone: 6-4673)
Manager: Russell Nichol
President: J. W. Pritchett
Convention Season: All year
Largest Group Accommodated: 100 (250 rooms available)
Convention Rates: Single: $4 to $5.50; Double: $6.50 to $7.50; Triple: $9 to $10
No. Mtg. Rms. & Capacity of Largest: 2 (60)
No. Banquet Rms. & Capacity of Largest: 1 (60)
Rates for Meals: Berakfast: $1.50; Lunch: $2.25 Dinner: $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms, 75%, 25% air cooled
Charges for Banquet & Mtg. Rms.: $15
Net Exhibit Space: 486 sq. ft. on one floor
Parking: 35c 4:30 PM to 9 AM, $1 for 24 hours

TEXAS

ABILENE

Railroads: Tex. & Pac.; A. & S.; W.V.
Airlines: PAL

Hotel Wooten

N. 3rd & Cypress (Phone: 4-4314)
Manager: J. K. Wallingford
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms and 5 suites available)
Convention Rates: Single: $5 to $8; Double: $7 to $10; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $50
Net Exhibit Space: 500 sq. ft. on one floor
Visual Aids Available: Screen, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1

AUSTIN

Railroads: S.P.; M.P.; M.K. & T.
Airlines. BNF, PAL

Commodore Perry Hotel

900 Brazos (Phone: 6-2681)
Manager: E. A. Brown
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 35 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15 to $50
No. Mtg. Rms. & Capacity of Largest: 3 (770)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Rates for Meals: Breakfast: from $1.25; Lunch: $2; Dinner: $2
Liquor: Package store in building
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight

Driskill Hotel

119 E. 7th St. (Phone: 6-3501)
Manager: Bob Ross
Sales Manager: Lucille Dickerson
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: $4 to $8; Double: $8 to $15; Suites: $18 to $60
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 60c to $1.50; Lunch: from 65c; Dinner: from 90c
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if headquarters for convention
Net Exhibit Space: 13,803 sq. ft. on one floor
Visual Aids Available: Slide projector, screen
Other Equipment Available: PA system, spotlights
Parking: Adjacent parking

Stephen F. Austin Hotel

See Advertisement, Page 144

Congress at 7th St. (Phone: 64361)
Manager: John Powell
Sales Manager: Jimmy McMillan
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 15 suites available)
Convention Rates: Single: from $4; Double: from $7; Suites: from $10.50
No. Mtg. Rms. & Capacity of Largest: 5 (1200)
No. Banquet Rms. & Capacity of Largest: 5 (900)

Rates for Meals: Breakfast: from $1.25; Lunch from $2; Dinner: from $2.50
Liquor: Package store
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if hotel convention headquarters
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

BANDERA

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, EAL, BNF, CAL, TTA
Limousine and bus service from San Antonio

Flying L Ranch

(Phone: 6-3721)
Manager: Mark A. Chism
Convention Season: All year
Largest Group Accommodated: 50 (24 suites available)
Convention Rates: Single: $15; Double $12.50. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Liquor: Beer only. Guests may bring own drinks
Air Conditioning: Banquet and meeting rooms, 14 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,148 sq. ft. on one floor
Parking: Free facilities
Sports Facilities: Golf course four miles away

BEAUMONT

Railroads: So. Pac.; Mo. Pac.; G.C. & Sante Fe; K.C. So.
Airlines: EAL, DEL-C&S, TTA

Hotel Beaumont

Fannin & Orleans Sts. (Phone: 4-7411)
Manager: Robert C. Schieble
Sales Manager: Mrs. Mary Leight
Convention Season: All year, but prefer Thursday through Sunday
Largest Group Accommodated: 250 (200 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: from $2.50
Liquor: By bottle. Private bar can be arranged
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge for general session room
Visual Aids Available: Movie screen, projectors, easels, blackboards
Other Equipment Available: PA system, spotlights
Parking: $1.25 for 12 hours
Sports Facilities: Golf, deep sea fishing nearby

BROWNWOOD

Railroads: G.C. & Sante Fe
Airlines: TTA

Hotel Brownwood

See Advertisement, Page 144

Fisk & Baker (Phone: 2656)
Manager: J. H. Heath
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 4 suites available)
Convention Rates: Single: from $3.50; Double: from $5; Suites: from $11
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: 60c to $1.50; Lunch: from 75c, Dinner: from $1.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms 126 bedrooms
Net Exhibit Space: 7,800 sq. ft.
Other Equipment Available: PA system, stage
Parking: 50c to 75c
Sports Facilities: Golf

DALLAS

Railroads: C.R.I. & P.; G.C. & S. Fe; M.K. & T.; D.C.; Frisco; T.E.; S.P.; L. & A.
Airlines: AAL, DEL-C&S, BNF, PAL, TTA, CEN

CONVENTION BUREAU

Convention Department
1101 Commerce St.
Z. E. Black, Manager

AUDITORIUM

State Fair of Texas

See Advertisement, Page 144

State Fair Park (TAylor 3-9931)
Manager: James H. Stewart
Exhibit Areas: (1) 85,000 sq. ft.; (2) 72,000 sq. ft.; (3) 50,000 sq. ft.; (4) 50,000 sq. ft.; (5) 30,000 sq. ft.; (6) 30,000 sq. ft.
Rental Fees and Services: On request
Floor Load: Unlimited
Ceiling Height: Varies **P. A. System:** Available
Ventilation: Some air conditioned
Dimensions, Opening to Exhibit Hall: Truck entrance to all halls
Utilities: Complete service in all halls
Loading Facilities: Floor levels; railroad siding on grounds
Storage Areas: Ample
Meeting Rooms and Capacities: Flexible
Facilities for Food Functions and Banquet Capacity: Can serve up to 5,000 at banquet
Parking Facilities: 10,000 cars
Distance from Business District: 10 minutes

Hotel Adolphus (HSMA)

See Advertisement, Page 143

Commerce & Akard Sts. (Phone: PR 6411)
Manager: Randall Davis
Sales Manager: Louis F. Evans
Convention Season: All year
Largest Group Accommodated: 1,000 (750 rooms and 50 suites available)
Conventoin Rates: Single: $5.50 to $10; Double: $8 to $13; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 14 (1,350)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: $1.50 to $3.50; Lunch: $2 to $10; Dinner: $3 to $12
Liquor: Private parties only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food is served
Net Exhibit Space: 16,000 sq. ft. on one floor
Visual Aids Available: All types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

RANDALL DAVIS, *Managing Director*
LOUIS EVANS, *Sales Manager*

Outstanding Convention Address
in the Southwest

HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS
Dallas 1, Texas

Completely Air Conditioned • Connecting Garage for 600 Cars • TWX DL 511 • Phone RIverside 7-6411

PLANNED FOR VERSATILITY

State Fair Park in Dallas has ground floor facilities to house any size trade show, sales meeting or convention with acres of parking space amid spacious grounds only 10 minutes from downtown Dallas.

With six large exhibit buildings, State Fair Park is better equipped to handle complete meetings . . . from small discussion meetings to mammoth parties . . . than almost any plant in the nation. Beautiful, air-conditioned State Fair Auditorium is ideal for large demonstration and lecture meetings.

For illustrated booklet, write James H. Stewart, executive vice president and general manager, State Fair of Texas, P. O. Box 7755, Dallas 26, Texas.

STATE FAIR OF TEXAS
DALLAS

The Baker Hotel (HSMA)

See Advertisement, Page 144

Corner Commerce & Akard Sts. (Phone: STerling 1471)
Manager: Raymond F. Hall
Sales Manager: Ligon Smith
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms and 15 suites available)
Convention Rates: Single: $5.00 to $11; Double: $7 to $14; Suites: from $23. Special dormitory rates for large groups.
No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Rates for Meals: Breakfast: $1.75; Lunch: $1.75; Dinner: $3.50
Liquor: Package store only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Golf within 4 miles

Hotel Dallas

312 S. Houston Ave. (Phone: RA 6101)
Manager: Elmer F. Hier
Convention Season: All year
Largest Group Accommodated: 550 (350 rooms and 5 suites available)
Convention Rates: Single: from $4; Double: from $5.50; Suites: $12 to $22
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Rates for Meals: Breakfast: 85c to $1.10; Lunch: 90c to $1.25; Dinner: from $1.35
Liquor: Beer and wine served. Whiskey sold in package store

A Famous Host in a Fabulous City

the BAKER hotel, *Dallas, Texas*

Dallas' finest convention hotel, the BAKER . . . 800 attractive guest rooms, completely air conditioned, 11 beautiful meeting rooms all on one floor, ample exhibit space and capable convention staff. In the heart of downtown Dallas.

Air Conditioning: Banquet and meeting rooms, 264 bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $150
Net Exhibit Space: 8,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Inside, $1 for 24 hours; outside, $1.50

The Statler Hilton (HSMA)

1900 Commerce St.
General Manager: Joseph A. Harper
Resident Manager: Carl Prather
Sales Manager: Max Peck
Convention Season: All year
Largest Group Accommodated: 2,000 (600 rooms and 50 suites available)
Convention Rates: Single: $7 to $13; Double: $10 to $16; Suites: $20 to $65
No. Mtg. Rms. & Capacity of Largest: 11 (2,100)
No. Banquet Rms. & Capacity of Largest: 11 (1,750)
Rates for Meals: Breakfast: from $2; Lunch: from $2.75; Dinner: $4.50. Plus gratuity
Liquor: In accordance with state laws
Air Conditioning: Entire hotel
Net Exhibit Space: 30,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage

Stoneleigh Hotel (HSMA)

2927 Maple Ave. (Phone: RA 8451)
Manager: Helen McGibney
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms and 20 suites available)
Convention Rates: Single: from $6; Double: from $8; Suites: from $13
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Breakfast: a la carte; Lunch: $1.25 to $1.60; Dinner: $2.25 to $4
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screen
Other Equipment Available: Spotlights, stage
Parking: $1 in garage, free outdoors
Sports Facilities: Swimming

EL PASO

Railroads: So. Pac.; M.N.W.; S. Fe; Nat. of M.; T. & P.
Airlines: AAL; CAL, TTA

AUDITORIUM

El Paso County Coliseum

Boone Ave. & Paisano Drive (Phone 3-8132)
Manager: C. W. Swan
Exhibit Areas: 18,832 sq. ft.
Rental Fees and Services: $120 to $240, includes light, heat, cleaning, stage, chairs, P.A.
Floor Load: Unlimited
Ventilation: Suction fans
Dimensions, Opening to Exhibit Hall: 14 ft.
Columns: None
Utilities: 110 and 220 current, water, gas
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Cafeteria, 1,800
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Hotel Cortez

See Advertisement, Page 144

Mills & Mesa Sts. (Phone: 3-2681)
Manager: Jack Gregory
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 7 suites available)
Convention Rates: Single: $4.50 to $7.25; Double: $6.50 to $10.75; Suites: from $19.25
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Not served in hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: None if headquarters
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: $1 per night

Hilton Hotel

(Phone: 2-5661)
Manager: James Murphy
Sales Manager: Leon Nowak
Convention Season: All year
Largest Group Accommodated: (150 rooms and 6 suites available)
Convention Rates: Single: $6.50 to $9; Double: $8.50 to $10.50; Suites: from $18.50
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $1 to $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Beer and wine served only. Can sell bottles in package store
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $12.50
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1.25 daily

Hotel Paso Del Norte

El Paso & San Antonio Sts. (Phone: 3-2421)
Manager: R. L. Miller, Jr.
Convention Season: All year
Largest Group Accommodated: 350 (125 rooms and 25 suites available)
Convention Rates: Single: $5 to $8.50; Double: $6.50 to $11; Suites: $12 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: from 55c; Lunch: from $1.10; Dinner: from $1.80
Liquor: Served by the bottle
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: 32mm movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

FORT WORTH

Railroads: Ft. W. & D.C.; Frisco Sys.; G.C. & S. Fe; M.K. & T.; St. L. So. W.; T. & P.; M.P.; S.P.; C.R.I. & P.
Airlines: AAL, DEL-C&S, BNF, PAL, TTA, CEN

AUDITORIUM

Will Rogers Memorial Buildings

3401 W. Lancaster (ED 2-7241,—Ext. 201-2)
Manager: Emmett N. Race
Exhibit Areas: Coliseum, 29,000 sq. ft.; 6 exhibit buildings, 161,000 sq. ft.; One Commercial Exhibit Bldg. 206 ft. by 378 ft.
Rental Fees and Services: Coliseum, $350 per day; Auditorium, $250; exhibit buildings, $200. Rental includes normal heat and light
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Auditorium air conditioned
Ceiling Height: Coliseum, 92 ft.; exhibit buildings, 16 ft.
P. A. System: In Coliseum, Auditorium and Pioneer Palace
Dimensions, Opening to Exhibit Hall: Four 8' x 12'; one 16' x 12'; one 14' x 13'; eight 6' x 8'
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Ramps, railroad siding on grounds
Storage Areas: Adjacent to buildings, 30,000 sq. ft.
Meeting Rooms and Capacities: Auditorium, 2,993; Coliseum, 6,467; Pioneer Palace, 800 temporary seats
Facilities for Food Functions: Can serve up to 3,000 for banquet
Parking Facilities: 4,000 cars
Distance from Business District: Two and half miles

Hotel Texas (HSMA)

8th & Main (Phone: FA 3151)
Manager: H. H. Anderson
Sales Manager: Kay Doty
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms and 20 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $12; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 17 (1,100)
No. Banquet Rms. & Capacity of Largest: 17 (900)
Rates for Meals: Breakfast: $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,200 sq. ft. on one floor
Visual Aids Available: Easel, screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

Westbrook Hotel (HSMA)

Main to Houston at 4th (Phone: Edison 3431)
Manager: G. W. Putnam
Convention Season: All year
Largest Group Accommodated: 200 (85 rooms and 10 suites available)
Convention Rates: Single: from $3; Double: from $5; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 3 (80)
No. Banquet Rms. & Capacity of Largest: 3 (60)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: 85c to $1.50; Dinner: $1.50 to $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $15 per day
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: Spotlights
Parking: $1.25

TEXAS

Fort Worth continued

Western Hills Hotel (HSMA)

6451 Camp Bowie (Phone: PE 7-6644

Manager: A. N. Carvalal
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms in summer and 100 rooms in winter available)
Convention Rates: Single: $4 to $10; Double: $6.25 to $13.75; Suites: $13.25 to $39
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Rates for Meals: Breakfast: from 75c; Lunch: from 85c; Dinner: from $1.65
Liquor: Package store only. Beer and wines served
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $30 per day for meeting room, none for banquet room.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Swimming, Golf, Riding

GALVESTON

Railroads: So. Pac.; G.H. & H.; G.C. & S. Fe; M.K.&T.; M.P.; B.R.I.
Airlines: BNF, TTA

AUDITORIUM

Galveston Pleasure Pier

25th and Blvd. (Phone 5-7559)

Manager: Irving Ducoff
Exhibit Areas: Exhibit Hall, 36,000 sq. ft.; Marine Room, 10,800 sq. ft.
Rental Fees and Services: Marine Room, $307, includes sound and air conditioning; Exhibit Hall, $200 alone or $100 with use of Marine Room
Floor Load: 400 lbs. per sq. ft. **Ventilation:** Marine Room, air conditioned; Exhibit Hall, forced draft
Ceiling Height: 35 ft. and 26 ft. **P. A. System:** In each room
Dimensions, Opening to Exhibit Hall: One, 20 by 16 ft.; eight, 10 by 12 ft.; door post removal for entry of cars in Marine Room
Columns: None
Utilities: All combinations and phases of power
Loading Facilities: Ramp and loading dock
Storage Areas: 3,200 sq. ft. adjacent to exhibit area
Meeting Rooms and Capacities: Four rooms, 75 each; two rooms, 300 each; Marine Room 3,000; plus partitioned Exhibit Hall.
Facilities for Food Functions: Can serve banquet up to 1,500
Parking Facilities: Unlimited parking on Blvd. adjacent to Pier
Distance from Business District: Two blocks from major hotels

Buccaneer Hotel

See Advertisement, Page 147

Fremont & Blvd. (Phone: 55561)

Manager: Jimmie Powledge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms with 23 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $12; Suites: $16 to $35
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1.50 to $3; Dinner: $2 to $4
Liquor: Package store only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day
Sports Facilities: Swimming, Golf

Hotel Galvez (HSMA)

See Advertisement, Page 147

21st & Blvd. (Phone: 57721)

Manager: Doyle Graham
Convention Season: All year
Largest Group Accommodated: 600 (260 rooms including 22 suites available)
Convention Rates: Single: $4.50 to $11; Double: $6.50 to $13.50; Suites: $15 to $50
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Only wine served
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention in hotel
Net Exhibit Space: 35,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 200 cars
Sports Facilities: Swimming pool, Ocean bathing

Jack Tar Hotel (HSMA)

See Advertisement, Page 145

6th & Blvd. (Phone: 3-4354)

Manager: Don B. Grady
Sales Manager: Mill Billie Wrye
Convention Season: Sept. through May. Small groups during summer
Largest Group Accommodated: 400
Convention Rates: Single: $6 to $15; Double: $8 to $20; Suites: $15 to $22
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,088 sq. ft.; 5,152 sq. ft. on one floor
Visual Aids Available: 16mm projectors, screen, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Swimimng in pool and Gulf

Jean Lafitte Hotel

See Advertisement, Page 144

Manager: Austin Frame, Jr.
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms available)
Convention Rates: Single: $4.50 to $7; Double: from $7. American plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $5 to $25
Net Exhibit Space: 1,800 sq. ft.
Other Equipment Available: PA system
Parking: $1.25 per day in and out service
Sports Facilities: Swimming, Golf, Fishing, All water sports

HOUSTON

Railroads: So. Pac.; G.H. & H.; B.R.I.; M.P.; G.C. & St. Fe; M.K. & T.; H.B & T.
Airlines: EAL, DEL-C&S, BNF, PAL, PAA, TTA, CAL

CONVENTION BUREAU

Houston Convention Department
P.O. Box 2371
W. J. Jones, Manager

AUDITORIUM

Sam Houston Coliseum

Civic Center (CApitol 2-9351) Ext 561

Manager: Francis R. Deering
Exhibit Areas: Coliseum, 51,000 sq. ft.; Exposition Bldg., 83,000 sq. ft.; Auditorium, 9,000 sq. ft.
Rental Fees and Services: Coliseum, $650; Exposition Bldg., $400; Auditorium, $250. Rent includes janitor service, house electrician and engineer.
Floor Load: Unlimited
Ventilation: Coliseum air conditioned. Exposition Bldg. air conditioned
Ceiling Height: Coliseum, 58 ft.; Exposition Bldg., 14 ft.; Auditorium, 50 ft.
P.A. System: Coliseum and Exposition Bldg., $25 per day plus operator, $16 each four hours
Dimensions, Opening to Exhibit Hall: Coliseum, 15 ft. wide by 16 ft. high; Exposition Bldg, 20 ft. wide by 11 ft. high
Columns: Sides of Coliseum and throughout Exposition Bldg., 25 ft. centers
Loading Facilities: Unlimited
Storage Areas: Annex basement, 50,000 sq. ft.
Meeting Rooms and Capacities: Six small committee rooms, 25 to 200; Music Hall (adjoining Coliseum), 3,044 seats. Coliseum, 13,000
Facilities for Food Functions: Facilities for banquets up to 3,000
Parking Facilities: Lots adjoining Coliseum, 1,500 cars
Distance from Business District: Four blocks

The Lamar Hotel

Main St. at Lamar Ave. (Phone: Fairfax 3-4181)

Gen. Manager: George B. Adams
Convention Season: All year
Largest Group Accommodated: 400 (400 rooms available)
Convention Rates: Single: $4.50 to $9; Double: $8.50 to $12; Suites: $16 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: from 90c; Lunch: from $1.25; Dinner: from $1.50
Liquor: Not served by drink—can be purchased from liquor store
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,796 sq. ft. on one floor
Other Equipment Available: PA system, movable platform
Parking: $1.50 for 24 hours
Sports Facilities: Hunting and fishing within 40 miles in season

Rice Hotel (HSMA)

Main & Texas (Phone: Preston 2111)

Manager: B. F. Orr
Sales Manager: O. Sid Hopkins
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 40 suites available)
Convention Rates: Single: $4.50 to $9.50; Double: $7.50 to $13.50; Suites: $17 to $50
No. Mtg. Rms. & Capacity of Largest: 12 (1,400)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3.50
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Movie projector, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

The Shamrock Hilton (HSMA)

Bellaire at South Main (Phone: MAdison 3-9211)

Manager: Porter P. Parris
Resident Manager: Rodney S. Morgan
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 45 suites available)
Convention Rates: Single: $8 to $12; Double: $10 to $16; Suites: $25 to $70. Special low rates available in July, Aug., Dec., Jan.
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,000)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $5
Liquor: Not served in hotel
Air Conditioning: Entire hotel and Exhibit Hall
Charges for Banquet & Mtg. Rms.: None for convention groups
Net Exhibit Space: 25,000 sq. ft. on one floor
Visual Aids Available: 16mm projectors, screens, closed circuit TV
Other Equipment Available: PA system, spotlights, stage (10' x 20')
Parking: $1.25 for 24 hours, 75c outdoors
Sports Facilities: Swimming, Tennis

The Texas State Hotel

720 Fannin (Phone: CAP 7-2771)

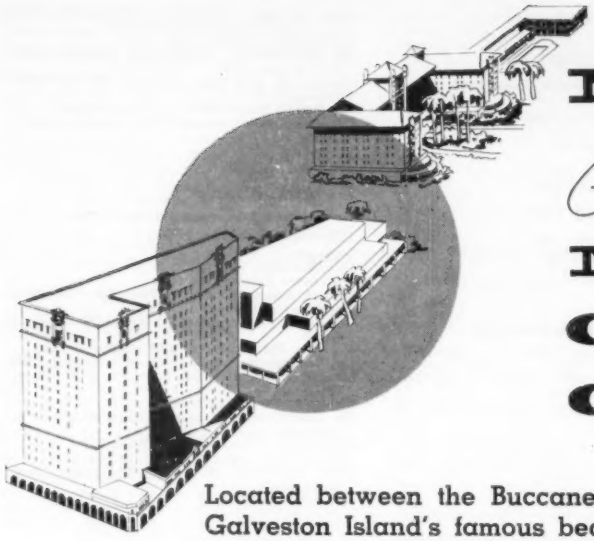
Manager: B. F. Orr
Sales Manager: C. W. James
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 3 suites available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: $27
No. Mtg. Rms. & Capacity of Largest: 4 (365)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $4
Liquor: Parkage store only
Air Conditioning: Banquet and meeting rooms bedrooms
Charges for Banquet & Mtg. Rms.: $15
Visual Aids Available: Screen, TV
Other Equipment Available: PA system, spotlights, stage (9' x 12')
Other Equipment Available: PA system, spotlights
Parking: $1.50 per day
Sports Facilities: Golf, Swimming, Fishing

LAREDO

Railroads: M.P.; Nat. of Mex.; T.M.
Airlines: BNF, CMA

Hamilton Hotel

815 Salinas St. (Phone: 3-7421)



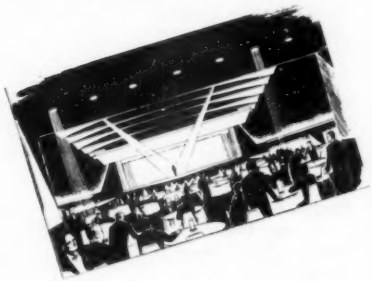
NEW!

Galveston's Magnificent Moody Convention Center

Located between the Buccaneer and Galvez hotels on Galveston Island's famous beach. All 3 completely air conditioned — outstanding features — check these facts.

EXHIBIT HALL—*Ground Floor*

31,000 square feet. Folding wall to divide space 15,250 and 15,750 square feet. 200 exhibit booths with rear storage space. Auto entrance from street.
Electrical Service: 110 V, 220 V (30 & 50 amp.), 440 V. Utility Boxes: ¾″ water, ¾″ natural gas, 2″ waste drain.
2,500 square feet lobby and vestibule. Men's and ladies' lounge. Check Room. Drug Store.



AUDITORIUM—*Second Floor*

19,480 square feet, 5-level terraced. Capacity: Meetings 3,500, Banquets 2,500, 50 Exhibit Booths. Folding wall to divide auditorium into two equal areas. 90′ x 50′ stage: Scenery Loft, Auto Ramp, 7 Dressing Rooms. Auto and loading ramp from street.
6 private meeting rooms: A. 16x24 B. 16x19 C. 16x15 D. 31x28 E. 31x22 F. 31x24. 4,900 square feet hardwood dance floor, 2 two-way escalators.
Closed circuit TV facilities—big screen projection, TV and radio broadcast facilities, projector, public address, tape recorder and theatrical lighting.
Large kitchen adjoining auditorium for quick food service. Ample storage space. Lounge and lobby area of 2,900 square feet. Numerous stairways.

The Southwest's best convention package ... **Convenient Centralized Facilities**

Housing for 1,200 delegates in immediate vicinity of Convention Center at the Buccaneer and Galvez hotels. Comfortable resort accommodations with TV, radio, swimming pool, miles of beach and year around air conditioning. Housing on Island for up to 3,000 delegates. For additional information write to Convention Dept., Affiliated National Hotels, P. O. Box 59, Galveston, Texas, or call Galveston 5-8536.

For successful meetings — always choose an Affiliated National Hotel.

ALABAMA
HOTEL ADMIRAL SEMMES . . Mobile
HOTEL THOMAS JEFFERSON Birmingham

DISTRICT OF COLUMBIA
HOTEL WASHINGTON . Washington

INDIANA
HOTEL CLAYPOOL . . Indianapolis

LOUISIANA
JUNG HOTEL . . . . New Orleans
HOTEL DESOTO . . . New Orleans

NEBRASKA
HOTEL PAXTON . . . . Omaha

NEW MEXICO
HOTEL C OVIS . . . . . Clovis

SOUTH CAROLINA
HOTEL WADE HAMPTON . Columbia

TEXAS
HOTEL STEPHEN F. AUSTIN Austin
HOTEL BROWNWOOD . Brownwood
HOTEL BAKER . . . . . Dallas
HOTEL TRAVIS . . . . . Dallas
HOTEL CORTEZ . . . . . El Paso
HOTEL BUCCANEER ..... Galveston
HOTEL GALVEZ . . . Galveston
HOTEL JEAN LAFITTE . . Galveston
CORONADO CORTS . . . Galveston
THE SEAHORSE . . . . Galveston
HOTEL PLAZA . . . . . Laredo
HOTEL LUBBOCK . . . . Lubbock
HOTEL FALLS . . . . . Marlin
HOTEL CACTUS . . . . San Angelo
HOTEL MENGER . . . San Antonio
ANGELES COURTS . . . San Antonio

VIRGINIA
HOTEL MOUNTAIN LAKE Mountain Lake
HOTEL MONTICELLO . . . Norfolk

TELEPHONE
NEW YORK—Murray Hill 66990
CHICAGO—Mohawk 45100
WASHINGTON—Executive 36481
GALVESTON—5-8536
CLEVELAND—Prospect 1-7827

AIR CONDITONED

TELEVISION

RADIOS

TEXAS

Laredo continued

Manager: C. W. Points
Convention Season: All year, except Feb. 20 to 22, Mar. 20 to May 10
Largest Group Accommodated: 300 (125 rooms and 5 suites available)
Convention Rates: Single: $4 to $7; Double: $5.50 to $10; Twins: $7. to $10; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Wine and beer served only
Air Conditioning: Banquet and meeting rooms, 200 bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: $1 in garage

Plaza Hotel

See Advertisement, Page 144

904 Hidalgo (Phone: 3-4311)
Manager: Bud G'Sell
Convention Season: All year
Largest Group Accommodated: 100 (200 rooms and 5 suites available)
Convention Rates: Single: $4 to $9.50; Double: $5.50 to $9.50; Suites: $16.50
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (130)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served by the bottle
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $6.50 to $20
Other Equipment Available: PA system, stage
Parking: $1

LUBBOCK

Railroads: Ft. W. & D.C.; S. Fe
Airlines: BNF, PAL

AUDITORIUMS

Fair Park Coliseum

See Advertisement, Page 148

P. O. Box 561 (Phone: PO 3-4666)
Manager: A. B. Davis
Exhibit Areas: 10,000 sq. ft.
Floor Load: Unlimited
Ventilation: Evaporative cooling
Ceiling Height: 34 ft., 5 inches
PA System: Yes
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.; 10 ft. by 12 ft.
Utilities: Electricity, water, gas
Facilities for Food Functions: Banquet for 900
Parking Facilities: Available
Distance from Business District: Seven blocks

Municipal Auditorium-Coliseum

c/o City Hall (Phone: PH 3-4080)
Manager: David T. Blackburn
Exhibit Areas: Arena Floor, 3,926 sq. ft., plus concourse around building
Ceiling Height: Auditorium, 65 ft., Coliseum, 85 ft.
Ventilation: Auditorium, air-conditioned, Coliseum, blowers
Dimensions, Opening to Exhibit Hall: 48 ft. stage opening, two truck entrances
Columns: None
Utilities: AC and DC current, water
Loading Facilities: Truck entrances to Coliseum
Storage Areas: Limited
Meeting Rooms and Capacities: 3 rooms for 200
Facilities for Food Functions: Banquet for 2,000
Parking Facilities: Lot for 2,000 cars adjacent
Distance from Business District: Two miles

Caprock Hotel

Main at Texas Ave. (Phone: 5-6361)
Manager: W. J. Reidy
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 8 suites available)
Convention Rates: Single: $4.50 to $6.50; Double: $6.50 to $8.50; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (275)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: $1.50 to $2.50; Dinner: $2.50 to $4
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Charges for Mtg. Rms.: None if hotel convention headquarters
Net Exhibit Space: 480 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1

Hotel Lubbock

See Advertisement, Page 144

1204 Broadway (Phone: 5-9331)
Manager: H. W. Flynn
Sales Manager: Johnny Ligon
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms and 9 suites available)
Convention Rates: Single: $4; Double: $5.75; Suites: $14.75
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

MINERAL WELLS

Airlines: Continental
Railroads: Texas & Pacific
Buses: Greyhound, Continental

Baker Hotel (HSMA)

(Phone: 851 or LD 3)
Sales Manager: R. J. "Skeet" Walton
Convention Season: All year
Largest Group Accommodated: 700 (450 rooms available)
Convention Rates: Single: $4 to $10; Double: $6.50 to $12; Suites: $13.50 to $27
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (800)
Liquor: Only beer served; guests furnish own liquor
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

SAN ANGELO

Railroads: Santa Fe
Airlines: PAL, CAL, TTA

Hotel Cactus

See Advertisement, Page 144

Oakes at Twohig (Phone: 6921)
Manager: W. O. Stewart
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: $13
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 35c to $1.25; Lunch: 75c to $2.50; Dinner: $1 to $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, stage
Parking: $1
Sports Facilities: Swimming, Fishing, Golf

SAN ANTONIO

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, EAL, BNF, CAL, TTA

AUDITORIUM

Municipal Auditorium

100 Auditorium Circle (CA 4-4522)

Heart of a $200 Million-a-year Retail Sales Market

Meeting Place of West Texas

FAIR PARK COLISEUM

Lubbock, Texas

Spacious air-conditioned facilities only seven blocks from business district. Site in 1956 for state conventions, telethon, indoor circus, banquets, motorama, cooking schools, barbecues, product demonstrations for sales personnel.

Permanent Seating	4,176	Arena	75' x 147'
Extra Portable Chairs	1,200	Stage	24' x 40' 24' x 32'
Capacity for Meetings	5,376	Parking	2,700 cars

For Information Contact

A. B. Davis, Manager, FAIR PARK COLISEUM
P. O. Box 561, Lubbock, Texas

Manager: S. Wolf
Exhibit Areas: 20,000 sq. ft. in basement
Rental Fees and Services: Main Auditorium, $250 per day; basement, $100
Ventilation: Air conditioned
Ceiling Height: 70 ft. P. A. System: Throughout
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 columns in basement, 18 in. by 18 in.
Utilities: Electricity, gas, water
Loading Facilities: Stage doors, basement ramps
Storage Areas: Back of building
Meeting Rooms and Capacities: Two rooms, 250 capacity $10 per morning, $15 per evening)
Facilities for Food Functions: Handled by concessionaire
Parking Facilities: Ample
Distance from Business District: In business district

Gunter Hotel (HSMA)

See Advertisement, Page 144

203 Houston St. (Phone: CApitol 7-3241)

Manager: Omer Elliott
Sales Manager: Terry H. Sanders
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 25 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 13 (900)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Rates for Meals: Breakfast: from $1.75; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served at private parties only
Air Conditioning: Entire hotel
Charges for Banquet Mtg. Rms.: None if food served
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Slide projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours. Drive-in motor lobby
Sports Facilities: Golf, Swimming

Hilton Hotel (HSMA)

309 S. St. Mary's St. (Phone: CA 6-3271)

Manager: Tom L. Powell
Sales Manager: Rex W. Gregory
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 50 suites available)
Convention Rates: Single: from $5; Double: from $6.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: In bottles and cocktail parties
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,400 sq. ft. on 2 levels
Visual Aids Available: Closed circuit TV
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

Menger Hotel

See Advertisement, Page 144

204. Alamo Plaza (Phone: Belmont 34361)

Manager: Ernst V. Kunz
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 20 suites available)
Convention Rates: Single: from $5.50; Double: from $7.50; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2.50
Liquor: Must bring own bottles
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Btg. Rms.: $10 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours
Sports Facilities: Swimming pool

TEXARKANA

Railroads: Mo. Pac.; St. L.S.W.; T. & P.; K.C. So.
Airlines: BNF, CAL

Grim Hotel

Stateline Ave. at 3rd St. (Phone: 3-4114)

Manager: Howard S. Davis
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms and 10 suites available)
Convention Rates: Single: from $4.50; Double: from $6; Suites: from $9
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 50c to $1.10; Lunch: 65c to $1.25; Dinner: $1.50 to $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and 125 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $25
Visual Aids Available: Screen
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (6' x 12')
Parking: $1
Sports Facilities: Golf, Swimming

WACO

Railroads: M.P.; So. Pac.; T. El.; M.K. & T.; St. L.S.W.
Airlines: BNF, PAL

AUDITORIUM

Heart O' Texas Coliseum

46th & Bosque Blvd. (Phone: 6-1821-22)
Manager: Othel M. Neely
Exhibit Areas: Main Arena, 46,000 sq. ft.; East Concourse, 12,000 sq. ft.; West Concourse, 12,000 sq. ft.; Annex, 6,500 sq. ft.
Rental Fees and Services: $425 per day, services extra
Floor Load: Unlimited Ventilation: Mechanical
Ceiling Height: 70 ft. to 96 ft.
P. A. System: Excellent
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.; 12 ft. by 12 ft.
Columns: None
Utilities: Adequate for all events
Loading Facilities: Ramps
Storage Areas: 26,500 sq. ft.
Meeting Rooms and Capacities: Three, 25 to 11,000
Facilities for Food Functions and Banquet Capacity: Can handle banquets up to 4,000
Parking Facilities: Free parking for 15,000 cars adjacent to building
Distance from Business District: Four miles from heart of city

Raleigh Hotel

8th & Austin (Phone: 22551)

Manager: H Frank Grantham
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 8 suites available)
Convention Rates: Single: $3.50 to $5.50; Double: $5.50 to $9; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: From 50c; Lunch: From 60c; Dinner: $1.25 to $2.50
Liquor: Beer only
Air Conditioning: Banquet and meeting rooms, 140 bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $50
Net Exhibit Space: 5,300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c and $1

Roosevelt Hotel

Austin at 4th (Phone: 4-1411)
Manager: Don Davis
Sales Manager: Carl Avrimides
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms including 4 suites available)
Convention Rates: Single: $3.50 to $6; Double: $5.50 to $8; Suites: $14 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours in garage, 25c a night in lot

UTAH

OGDEN

Railroads: Bamb. RR. Co.; So. Pac.; U. Pac.; D. & R.G.W.
Airlines: WAL, UAL

Ben Lomond

411 25th St. (Phone: 4-5761)

Manager: Campbell Eccles
Sales Manager: Leon Taylor
Convention Season: All year
Largest Group Accommodated: 500 (125 rooms and 6 suites available)
Convention Rates: Single: $5.50; Double: $7; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (365)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Beer and setups only
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when food served; meeting only—$5 to $25
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage, lot 50c
Sports Facilities: Horseback riding, Golf, Skiing

SALT LAKE CITY

Railroads: D. & R.G.W.; S.L.G. & W.; U.P.; W.P.; Bamb. R.R. Co.
Airlines: PAL, WAL, FAL

CONVENTION BUREAU

Convention Bureau
P.O. Box 329
William D. Backman, Manager

Hotel Newhouse (HSMA)

See Advertisement, Page 37

4th South & Main (Phone: 4-7761)

Manager: Don E. Utley
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: from $5; Double: from $7; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $1.50 to $2.50; Dinner: $2.50 to $8
Liquor: Setups only
Charges for Banquet & Mtg. Rms.: $10 to $150

We're proud of our reputation for having served successful meetings of all sizes. Complete convention facilities.

SOON! Now building large motor hotel addition with auditorium and exhibit area to accommodate well over 1,000 people.

UTAH

Salt Lake City continued

Net Exhibit Space: 15,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: 35c to $1
Sports Facilities: Ski resort 20 miles

Hotel Utah (HSMA)

See Advertisement, Page 149

Main at So. Temple (Phone: 3-2661)

Manager: Max Carpenter
Sales Department: Mrs. Phyllis L. Steorts
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms in winter and 200 in summer, with 12 suites available)
Convention Rates: Single: $6 to $12 Double: $8 to $15; Twins: $9 to $13; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 12 (850)
No. Banquet Rms. & Capacity of Largest: 12 (420)
Rates for Meals: Breakfast from $1.75; Lunch from $2.25; Dinner: $3.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charge for Banquet & Mfg. Rms.: $10 to $150; No charge if food served.
Net Exhibit Space: 2,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Bowling, gym next to hotel.

VERMONT

BURLINGTON

Railroads: Cent. Vt.; Rut.
Airlines: CAI, NEA

Hotel Vermont (HSMA)

131 Main St. (Phone: 4-5711)

Manager. John J. Hyland, Jr.
Convention Season: All year
Largest Group Accommodated: 250
Convention Rates: Single: $3.50 to $7.50; Double: $5.50 to $12
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: from 25c; Lunch: from $1; Dinner: from $1.60
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 to $25
Net Exhibit Space: 7,456 sq .ft.
Other Equipment Available: Spotlights
Parking: $1.25
Sports Facilities: Fishing, Swimming, Skiing, Skating

MANCHESTER

Railroads: Rut.

Equinox House (HSMA)

See Advertisement, Page 150

(Phone: 40)

Manager: John J. Dewey
Sales Manager: R. R. Cowen, Jr.
Convention Season: Groups to 350—May to July 1, Labor Day to mid-October. Groups to 100—May to late Oct.
Largest Groups Accommodated: 350 (210 rooms and 8 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (335)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Projector for rent, and screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for garage, outside parking no charge
Sports Facilities: Golf, Swimming pool, Putting green, Trout club

RUTLAND

Bus Service: White River Bus; Vt. Transit Lines
Airlines: CAI, NEA—airport 15 miles

Long Trail Lodge

Pico Peak (Phone: PRospect 3-6310)
Manager: Grover E. Wright
Sales Manager: D. F. Treadway
Convention Season: Dec. 20 to Mar. 25, June 10 to Oct. 15
Largest Group Accommodated: 60 (25 rooms and 6 suites available)
Convention Rates: Single: $9 to $14; Double: $17 to $22; Suites: $10 to $14 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (160)
No. Banquet Rms. & Capacity of Largest: 2 (160)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.50 to $2.50; Dinner: $1.75 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: 4 x 6 built-in screen, 16mm sound projector
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Tennis, Golf (nine miles), Horseshoes, Shuffleboard, Fishing

No resort offers a more conducive atmosphere for sales meetings and conventions. The unsurpassed facilities of the Equinox include—

- **Scenic 1426 acre estate**
- **Convention Hall seating 300**
- **Accommodations for 335 persons**
- **New Swimming Pool and Terrace**
- **Private Trout Lake**
- **Finest Golf—Nationally Rated 6690 Yard Equinox Golf Club**

The food and service at the Equinox are without peer. Full cooperation of our staff and management assures attention to every detail.

John J. Dewey
Managing Director

Equinox House

MANCHESTER-IN-THE-MOUNTAINS · VERMONT

VIRGINIA

FORT MONROE

Railroads: C. & O.

Chamberlin Hotel

(Phone: Hampton 36511)

Manager: John T. Brindley
Sales Manager: Leonard K. Baber
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 25 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $15; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 6 (520)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2 to $3; Dinner: $3.50 to $6
Liquor: Beer, wine and champagne served
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 27,000 sq. ft. on one floor
Visual Aids Available: Movie screens, bulletin and and blackboards
Other Equipment Available: PA system, spotlights, stage 18' x 24')
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Horseback riding, Fishing

HOT SPRINGS

Railroads: Ches. & O.

The Homestead (HSMA)

See Advertisement, Page 151

(Phone: LD 1)

Gen. Manager: Thomas J. Lennon
Sales Manager: James L. Newcomb
Convention Season: All year
Largest Group Accommodated: 600
Convention Rates: Single: $17 to $22; Double: $32 to $40; Parlor: $11 to $15. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 12 (375)
Visual Aids Available: Movie and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Riding, Driving range, Swimming, Skeet, Shuffleboard, Badminton

LYNCHBURG

Railroads: C. & O.; N. & W.; So. Ry.
Airlines: PAI

Virginian Hotel

(Phone: 62611)

Manager: N. D. Page
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 2 suites available)
Convention Rates: Single: $4 to $6.50; Double: $7 to $9; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1.50 to $2.50; Dinner: $2.50 to $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms 60%
Charges for Banquet and Mtg. Rooms: None if headquarters
Other Equipment Available: Stage (4 pieces 4' x 8' each)
Parking: 75c to $1
Sports Facilities: Golf clubs nearby

NATURAL BRIDGE

Railroads: Nor. & W.; C. & O.

Natural Bridge Hotel

See Advertisement, Page 152

(Phone: 3666)

General Manager: James N. Hunter
Manager: R. O. Starkey
Convention Season: All year
Largest Group Accommodated: 275 (200 rooms and 4 suites available)

Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $17 to $20
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet rooms, some meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 300 to 400 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf nearby, Fishing, Table Tennis, Shuffleboard

NORFOLK

Railroads: N. & W.; Penna.; A.C.L.; C. & O.; N. So.; S.A.L.; So. Ry.; Virg.
Airlines: NAL, CAP, PAI

AUDITORIUM

Norfolk Municipal Auditorium
9th and Granby Sts. (Phone MA 5-1608)
Manager: E. M. French
Exhibit Areas: Arena, 10,000 sq. ft.; stage, 2,356 sq. ft
Rental Fees: Meetings, $100 per day; trade shows, $300 per day, includes lights, heat & water
Ventilation: Blowers
Ceiling Height: 30 ft. **P. A. System:** RCA system
Dimensions, Opening to Exhibit Hall: 35 in. by 6 ft. 9 in.; ramp door, 7 ft. 4 in. wide—10 ft. 6 in. high
Columns: None
Utilities: 110 and 220 AC current
Loading Facilities: Loading ramp
Storage Areas: Main Floor—3 (10 ft. by 50 ft.)
Meeting Rooms and Capacities: One, 1,832
Facilities for Food Functions: Caterer can set up banquet for 1,000
Parking Facilities: 900 cars
Distance from Business District: Three blocks

Monticello Hotel

See Advertisement, Page 147
Granby St., City Hall Ave., Monticello Ave. (Phone: 24321)
Manager: Chas. S. Crocker
Convention Season: All year
Largest Group Accommodated: 500 (285 rooms and 10 suites available)
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from 50c; Lunch: from 85c; Dinner: from $1.85 in coffee shop. Breakfast: $1.25; Lunch: from $2.50; Dinner: from $3.50 for private parties.
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 10,000 sq. ft. on 2 floors
Other Equipment Available: PA system, stage
Parking: $1 overnight
Sports Facilities: Bathing beaches, golf courses nearby

RICHMOND

Railroads: A.C.L.; C. & O.; S.A.L.; So. Ry.; R.F. & P.
Airlines: EAL, AAL, CAP, PAI, NAL

CONVENTION BUREAU
Convention & Publicity Bureau
15 North 6th St. (19)
Edmond H. Brill, Jr., Manager

AUDITORIUMS

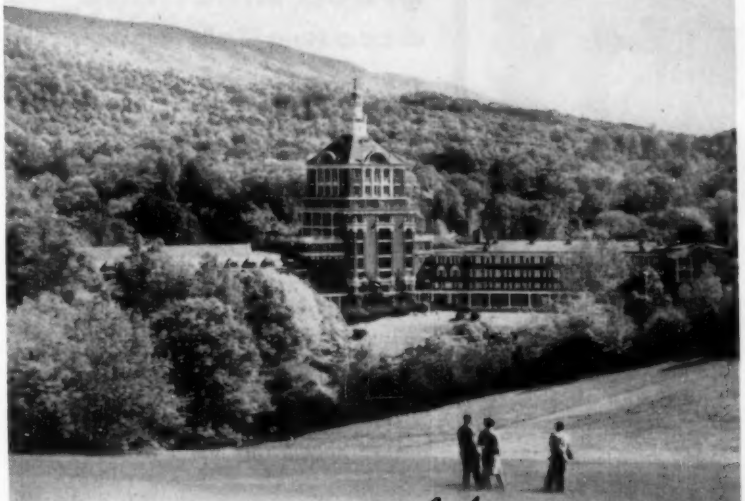
Mosque Auditorium
Laurel and Main Sts. (Phone 7-7611, Ext. 527)
Manager: A. G. Anthony
Exhibit Areas: 16,000 sq. ft.
Rental Fees and Services: Auditoriums for conventions, $150 per day; Ballroom, $150 per day for exhibits. When Auditorium and Ballroom are both used, Ballroom rental is $50 per day. Rentals include janitor service, heat, light and water
Floor Load: Unlimited **Ventilation:** Large exhaust and blow fans
Ceiling Height: 12 ft.
P.A. System: None

America's

most distinguished

Resort and Spa

The Homestead's 17,000-acre estate
in the mountains of Virginia
is one of the most delightful vacation
resorts anywhere in the world.
Come enjoy our superb facilities
for golf, swimming and other sports . . .
the pleasant Hot Springs social scene
. . . and our famous Southern Service,
so smoothly fitted to civilized tastes.



The Homestead has excellent facilities for group meetings. A folder describing them will be sent on request.

THE *Homestead*
AND COTTAGES
Hot Springs, Virginia

Chicago Office . . . MOhawk 4-5100
Cleveland Office . . . PRospect 1-7827
Washington Office . . . EXecutive 3-6481
New York Office . . . CIrcle 7-6940

ALL-ON-ONE-FLOOR

Convention Facilities

Not only Air Conditioned meeting rooms to accommodate all size groups from 10 to 600 but facilities for your entire program activities to be held all-on-one-floor. Centrally located — noise free—no traffic congestion upon arrival or departure and 2 Acres of Adjacent Free Parking.

James M. Powell, Mgr. Dir.

the JEFFERSON

RICHMOND, VA.

VIRGINIA

Richmond continued

Elevators and Capacities: Two freight elevators to stage dressing rooms, 1,500 lbs. each
Dimensions, Opening to Exhibit Hall: Ramp opening, 7 ft. 11 in. width; door opening, 6 ft. 11 in. width, 7 ft., 10 in. height.
Loading Facilities: Ramp from parking lot to service room
Storage Areas: One small service room
Meeting Rooms and Capacities: Roof conference room, 50; two ground-floor rooms, 75; Auditorium, 4,561 persons: Ballroom, 1,800.
Facilities for Food Functions and Banquet Capacity: Kitchen available to outside caterers; facilities for 1,800 banquet.
Parking Facilities: Limited
Distance from Business District: One mile from largest shopping district

Richmond Arena

Manager: John E. Raine
Exhibit Areas: Two areas: Area A, 20,000 sq. ft. with maple floors; area B, 45,000 sq. ft. with concrete floors
Floor Load: B area unlimited
Ceiling Height: area A, 37 ft.; area B, 21 ft.
PA System: Yes
Columns: area A, no columns; area B, girders 20 ft. apart
Utilities: AC 110, 220 current
Loading Facilities: Drive-in unloading
Meeting Rooms and Capacities: 3 rooms
Facilities for Food Functions: Two concessions
Parking Facilities: Lot for 4,000 cars
Distance from Business District: One mile

The Jefferson Hotel

See Advertisement, Page 152

Jefferson & Main Sts. (Phone: 3-3411)
Managing Director: James M. Powell
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: from $4; Double: from $7; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: from 85c; Lunch: from 85c; Dinner: from $1.75
Liquor: Private parties must furnish
Air Conditioning: All convention facilities, guest rooms optional
Charges for Banquet & Mtg. Rms.: None if hotel convention headquarters
Visual Aids Available: 2 screens
Other Equipment Available: PA system, spotlights, stage
Parking: 3 adjacent free parking lots

John Marshall Hotel (HSMA)

See Advertisement, Page 153

5th & Franklin Sts. (Phone: 7-4661)
Manager: Walter Herrmann
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 1000 (487 rooms and 23 suites available)
Convention Rates: Single: $5 to $13.50; Double: $8.50 to $16; Suites: $22.50 to $27.50
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.25; Dinner: from $2.50
Liquor: Beer and wine only, liquor at state stores
Air Conditioning: Banquet and meeting rooms, 350 bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

King Carter Hotel (HSMA)

See Advertisement, Page 153

8th & Broad Sts. (Phone: 3-1831)
Manager: D. E. Spry
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 400 (246 rooms and 5 suites available)
Convention Rates: Single: $3.50; Double: $6; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: from 55c; Lunch: from 65c; Dinner: from $1.25
Liquor: Beer and wines only, liquor at state store
Air Conditioning: Banquet and meeting rooms, 118 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Parking: $1.25 for 24 hours

Richmond Hotel (HSMA)

See Advertisement, Page 153

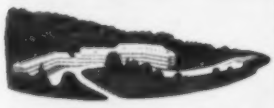
9th & Grace Sts. (Phone: 3-2731)
Manager: Harry Simkins
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 7 suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $8.50; Twin: $9 to $11.50; Suites: $18 to $22.50
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2 to $4; Dinner: $2.75 to $6
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served
Other Equipment Available: PA system, stage
Parking: $1.25 for 24 hours
Sports Facilities: All seasonal sports

William Byrd Hotel (HSMA)

See Advertisement, Page 153

2501 W. Broad St. (Phone: 6-1571)
Manager: John N. Norvell
Sales Manager: Leonard K. Baber
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms and 5 suites available)
Convention Rates: Single: $4.50 to$4.75; Double: $6.50 to $6.75; Suites: $16.25
No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (175)
Rates for Meals: Breakfast: from 55c; Lunch: from 55c; Dinner: from $1.50
Liquor: Not served in hotel
Air Conditioning: 4 banquet and meeting rooms, 50 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $50

One of The Seven Natural Wonders of the World



Natural Bridge Hotel, On 1,600 Scenic Acres

Air-Conditioned Rockbridge Center Has Game Rooms, Gift Shop, Swimming Pool with Beach, Cafeteria and Snack Bar

Modern 52-Unit Motor Lodge, Member Of Quality Courts

group meetings accomplish more at Natural Bridge

Business groups and conventions meet with more success in the pleasant, peaceful surroundings of Natural Bridge. More gets done in business sessions, for there are fewer distractions here in Virginia's scenic highlands . . . yet there's a variety of free-time diversions. Modern meeting facilities and sleeping accommodations are available for approximately 300 guests, and meals are prepared and served in the highest traditions of the Old South. We'll be glad to supply further information upon request.

Natural Bridge

NATURAL BRIDGE OF VIRGINIA, INC.

James N. Hunter, General Manager, Natural Bridge, Virginia

Visual Aids Available: Movie screen, projector
Other Equipment Available: Spotlights
Parking: $1 for 24 hours in garage

ROANOKE

Railroads: Virg.; Norf. & W.
Airlines: AAL, PAI, EAL

Hotel Patrick Henry (HSMA)

613 Jefferson St. (Phone: 8811)
Manager: Robert O. Starkey
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 7 suites available)
Convention Rates: Single: from $4.50; Double: from $6; Suites: from $7
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 45c; Lunch: from 65c; Dinner: from $1.35
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: from $5
Net Exhibit Space: 400 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, small stage
Parking: $1.25

Hotel Roanoke

19 N. Jefferson St. (Phone: 7321)
Manager: Geo. L. Denison
Sales Manager: K. R. Hyde
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 12 suites available)
Convention Rates: Single: $6 to $7; Double: $8 to $12; Suites: $18 to $22
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from $1.50; Dinner: from $2.50
Liquor: Wines served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on two floors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 a day

VIRGINIA BEACH

Railroads: Nor. So.

Cavalier Club (HSMA)

42nd St. & Atlantic Ave. (Phone: 3500)
Manager: Gordon M. Shoemaker
Convention Sales Manager: Wade Williams
Convention Season: All year, except Apr., July, Aug.
Largest Group Accommodated: 350 (200 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3.50
Liquor: Individuals must bring own bottles.
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: 16mm sound movie projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night in garage
Sports Facilities: Tennis, Swimming, Shuffleboard, Croquet, Pitch n' Putt course, Golf, Archery, Ping pong

WILLIAMSBURG

Railroads: Ches. & O.

Williamsburg Inn & Lodge (HSMA)

See Advertisement, Page 153

(Phone: 500 & 600)
Manager: Inn—Thomas A. Moyles, Lodge—W. P. Batchelder
Sales Manager: William E. Bippus
Convention Season: All year, but prefer Nov. 15 to Mar. 15
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: Lodge $7 & $8, Inn $13 to $18; Double: Lodge $9 to $13, Inn $7 to $22
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from $1; Dinner: from $1.60
Liquor: Served in hotel for group functions
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Projectors, films, slides
Other Equipment Available: PA system, spotlights, stage (360 sq. ft.)
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Badminton, Croquet, Sightseeing

WASHINGTON

QUINAULT

Railroads: Nor. Pac.; U. P.; C. M. St. P. & P. to Hoaquiam
Airlines: West Coast to Hoaquiam

Lake Quinault Lodge

(Phone: 2351)
Manager: Claude G. Walker
Convention Season: May 15 to Sept. 15
Largest Group Accommodated: 100 (34 rooms available)
Convention Rates: Double: $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: 50c to $1.55; Lunch: 90c to $1; Dinner: $2 to $4

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Williamsburg Inn & Lodge

For descriptive booklet and information write: William E. Bippus, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off., Circle 6-6800

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RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, on main lobby floor, seats up to 1,000.

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AIR-CONDITIONED George Wythe Room (150).

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WASHINGTON

Quinault continued

Liquor: Special banquet permit needed
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: Spotlights
Parking: Free facilities
Sports Facilities: Lawn games, Shuffleboard, Swimming, Boating, Hiking

RICHLAND

Airlines: WCA

The Desert Inn Hotel

804 Geo. Washington Way (Phone: 42235)
Manager: Wallace A. Brown
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 4 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7 to $8; Suites: $10.50 to $15
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: 50c to $2; Lunch: 65c to $2.10; Dinner: $1.75 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Free facilities
Sport Facilities: Heated swimming pool

SEATTLE

Railroads: Nor. Pac.; Gt. Nor.; P.C.R.R.; U.P.; C.M. St. P. & P.; C.P.
Airlines: UAL, NWA, PAA, TCA, WAL, WCA

CONVENTION BUREAU

Seattle Convention & Tourist Bureau
215 Columbia St.
B. Jackson Glidewell, Manager

AUDITORIUMS

Civic Auditorium and Arena

3rd North & Mercer Sts. (Phone: GArfield 0480)
Manager: L. D. Wicklund
Exhibit Areas: Main floor, 30,000 sq. ft.; Lower level, 40,000 sq. ft., Arena, 20,000 sq. ft.
Floor Load: Anything over 4 tons must be well distributed
Ventilation: Forced Air
Ceiling Height: 40 ft. **PA System:** Forced air
Elevators: 2 freight, 1 ton and 2 tons
Columns: Lower level, columns 26 ft. apart
Utilities: 110, 208 volt, three phase
Loading Facilities: Auto and truck doors give access to each area
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: Arena, 8,000 persons
Facilities for Food Functions: Banquet for 4,000
Parking Facilities: 4 lots
Distance from Business District: 15 blocks

Senator Auditorium

708 Union St. (Phone: ELliot 8790)
Manager: R. C. Atwood
Exhibit Areas: Main floor, 7,020 sq. ft.; under balcony, 2,250 sq. ft.; stage, 905 sq. ft.
Rental Fees and Services: $100 to $200 per day, depending on services required and day of the week
Floor Load: Unlimited **Ventilation:** Washed air
Ceiling Height: 40 ft. **PA System:** Yes
Dimensions, Openings to Exhibit Hall: 18 ft. by 8 ft. high
Elevators: One freight
Loading Facilities: Freight elevator and ramps
Size of Storage Areas: 4 areas; 25 ft. by 35 ft.; (2) 18 ft. by 20 ft.; 20 ft. by 20 ft.
Meeting Rooms and Capacities: Four rooms, 35 to 125
Facilities for Food Functions and Banquet Capacity: Catering service for 950
Parking Facilities: Parking for 300 cars within one block
Distance from Business District: Two blocks

Benjamin Franklin Hotel

See Advertisement, Page 37

5th & Virginia (Phone: SEceca 7400)
Manager: Al E. Schilling
Sales Manager: Joe B. Callihan
Convention Season: All year
Largest Group Accommodated: 450 (350 rooms and 15 suites available)
Convention Rates: Single: $6.50; Double: $9 to $15; Suites: $20 to $30
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 6,074 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day
Sports Facilities: Boating, Tennis, Skiing, Water Skiing, Swimming, Golf

Mayflower Hotel

4th & Olive Way (Phone: ELliot 8700)
Manager: Howard Johnson
Sales Manager: R. C. Atwood
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 16 suites available)
Convention Rates: Single: $6 to $6.50; Double: $7.50 to $8.50; Suites: $17 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (165)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 95c to $1.75; Dinner: $2 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,996 sq. ft. on 2 floors
Visual Aids Available: Can be arranged
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Swimming next door, Golf, Tennis nearby

New Washington Hotel

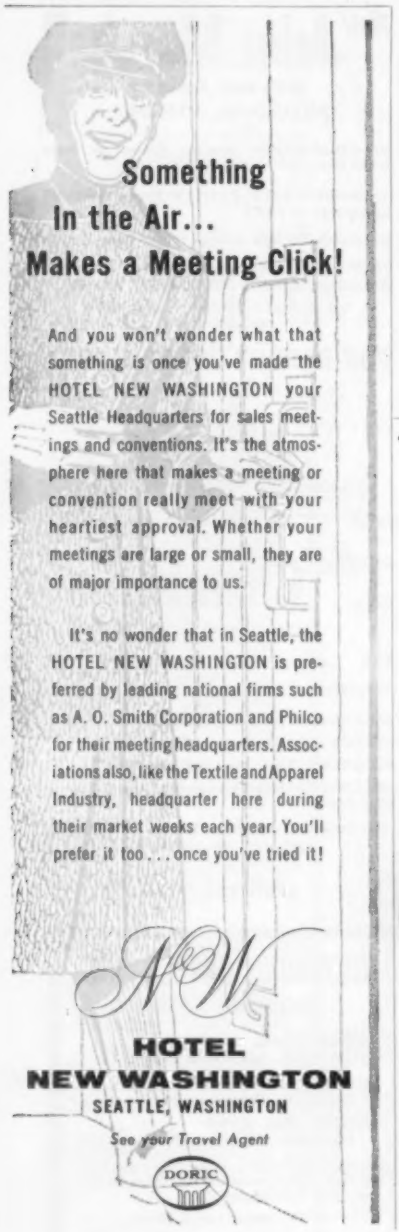
See Advertisement, Page 154

1902 Second Ave. (Phone: MA 7070)
Gen. Manager: Geo. G. Marble
Sales Manager: Jack Anderson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: from $6; Double: from $8; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: $1.75; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,600 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Swimming pool next door, golf within 3 miles

Olympic Hotel

See Advertisement, Page 37

4th & Seneca Sts. (Phone: ELiott 8320)
Manager: Thomas A. Gildersleve
Convention Season: All year
Largest Group Accommodated: (1,000 rooms available)
Convention Rates: Single: $7 to $15; Double: $9.50 to $11; Twin: $12 to $17.50; Suites from $21
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: a la carte; Lunch: from $1; Dinner: from $2.75



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Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Screens, projectors
Other Equipment Available: PA system, spotlights, stage
Parking: 75c for 4 to 6 hours
Sports Facilities: Golf, Tennis Swimming within one mile

Sorrento Hotel

Terry & Madison Sts. (Phone: MAin 6400)
Manager: William Mainwaring
Sales Manager: R. C. Atwood
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 20 suites available)
Convention Rates: Single: $5 to $7; Double: $7 to $12; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 4 (115)
No. Banquet Rms. & Capacity of Largest: 3 (135)
Rates for Meals: Breakfast: 65c to $2; Lunch: $1 to $2.50; Dinner: $1.75 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,581 sq. ft. on two floors
Visual Aids Available: Can be arranged
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

SPOKANE

Railroads: Nor. Pac.; Gt. Nor.; S.I.; U.P.; S.P. & S.; C.M. St. P. & P.
Airlines: UAL, NWA, WCA

CONVENTION BUREAU

Spokane Convention Bureau
West 1020 Riverside Ave.
A. F. Raiter, Jr., Manager

AUDITORIUM

Spokane Coliseum

North 1101 Howard St. (Phone: FAirfax 8-2110)
Manager: Benjamin C. Moore
Exhibit Areas: 44,000 sq. ft.
Floor Load: 1,000 lbs. per sq. ft.
Ceiling Height: 70 ft. **PA System:** Yes
Dimensions, Opening to Exhibit Hall: 16 ft. high by 14 ft. wide
Columns: None
Utilities: 110 and 220 volt
Loading Facilities: direct access to floor
Storage Areas: 25,000 sq. ft. separate building
Facilities for Food Functions: Catering service, banquet for 4,000
Parking Facilities: Lot for 2,000 cars
Distance from Business District: Seven blocks

Hotel Davenport

See Advertisement, Page 37

807 W. Sprague (Phone: MAdison 2121)
Manager: Gordon Bass
Sales Manager: Ed Sullivan
Res. Manager: Harry Mullikin
Convention Season: All year
Largest Group Accommodated: 600 (500 rooms and 100 suites available)
Convention Rates: Single: from $5.50; Double: from $7.50; Suites: from $22.50
No. Mtg. Rms. & Capacity of Largest: 15 (750)
No. Banquet Rms. & Capacity of Largest: 14 (600) Also lobby banquets up to a 2,300 capacity
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Net Exhibit Space: 2,450 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Motion picture and slide projectors, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Adjacent $1.50 overnight
Sports Facilities: All outdoor sports in immediate area

Ridpath Hotel

West 515 Sprague Ave. (Phone: TE 2711)

Manager: John E. Primeau
Sales Manager: Roger Dyer
Convention Season: All year
Largest Group Accommodated: 150 (125 rooms and 5 suites available)
Convention Rates: Single: $5 to $8.50; Double: $7 to $11.50; Suites: from $15.50
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $110
Net Exhibit Space: 2,848 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

Hotel Spokane (HSMA)

1st & Stevens (Phone: Ma 5191)

Manager: Loyd C. Anderson
Sales Manager: Jas. A. McCluskey
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: Single: $4.50; Double: $7; Suites: $9
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.35; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $2.50 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hour service

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M. St. P. & P.
Airlines: UAL, WCA, PAA, TCA, WAL

AUDITORIUM

Memorial Fieldhouse

College of Puget Sound (Phone: PR 4720)
Manager: Ted Droettboom
Exhibit Areas: 30,000 sq. ft.
Columns: None
Meeting Rooms and Capacities: 4 rooms for 20 to 60
Facilities for Food Functions: Available
Parking Facilities: 2,000 cars
Distance from Business District: 2 miles

Hotel Winthrop

See Advertisement, Page 37

9th & Broadway (Phone: Br. 2141)
Manager: Scotty Myles
Sales Manager: John S. Mangini
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $7.50; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: $1.50 to $3; Dinner: $2.50 to $6
Liquor: Served in hotel
Visual Aids Available: Screen, blackboards, easels
Other Equipment Available: PA system, spotlights, stage (30' x 15'), platforms (6' x 3')
Parking: $1.25 for 24 hours

YAKIMA

Railroads: N.P.; U. Pac.
Airlines: NWA, WCA

Chinook Hotel

East Yakima Ave. & Fourth St. (Phone: 28533)

Manager: A. B. Turrill
Sales Manager: Don E. Sanders
Convention Season: All year
Largest Group Accommodated: 1000 (150 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: $18 to $25
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Rates for Meals: Breakfast: from $1.35; Lunch: from $1.35; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served, otherwise $5 to $75
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Screen, easels, etc.
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight, $1 for 24 hours

WEST VIRGINIA

CHARLESTON

Railroads: B. & O.; N.Y.C.; C. & O.; Virginian
Airlines: AAL, EAL, CAP, PAI

Daniel Boone Hotel (HSMA)

Cor. Capitol & Washington Sts. Phone: 36-131

Manager: Roger S. Creel
Sales Manager: B. S. Clifton
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 21 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $12; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: from $1.50 Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rooms: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: 2 screens
Other Equipment Available: PA system, portable stage (24½' x 14')
Parking: $1.25

CLARKSBURG

Railroads: B. & O.
Airlines: CAP

Stonewall Jackson Hotel

Main & So. 3rd St. (Phone: MAin 4-6441)

Manager: A. T. Matthews
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 19 suites available)
Convention Rates: Single: $4.50 to $9; Double: $8.50 to $12; Suites: $8 to $12
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.75 to $4
Liquor: Serve your liquor
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf

HUNTINGTON

Railroads: B. & O.; C. & O.

Frederick Hotel (HSMA)

10th St. & 4th Ave. (Phone: JAckson 5-5101)

Manager: F. A. Short
Sales Manager: Leo Ree
Convention Season: All year
Largest Group Accommodated: 220 (100 rooms available)

Convention Rates: Single: $5 to $9; Double: $8 to $13; Suites: $13.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 40c to 90c; Lunch: from 90c; Dinner: from $1.25
Liquor: Only beer served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms 72%
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 300 sq. ft. on one floor
Visual Aids Available: Easel and screen
Other Equipment Available: PA system, platforms
Parking: City garage across street, $1.50 overnight

WHITE SULPHUR SPRINGS

Railroads: C. & O.

The Greenbrier and Cottages (HSMA)

See Advertisement, Page 156

(Phone: 110)
Vice-President: E. Truman Wright
Director of Sales: Charles Norvell
Convention Season: All year, but limited during May and Oct.
Largest Group Accommodated: 800 (460 rooms and 59 suites available)
Convention Rates: Single: $23; Double: $42; Parlors: $10 to $22. Rates from July 1 to Sept. 1: Single: $21; Double: $38. Rates for American Plan.

WEST VIRGINIA
White Sulphur Springs continued

No. Mtg. Rms. & Capacity of Largest: 21 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Package store in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: All projection facilities
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities on grounds, $1.50 per day in garage
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Croquet, Putting, Skeet, Horseback riding

WISCONSIN

GENOA CITY
Railroads: C. & N.W.

Nippersink Manor Resort (HSMA)

(Phone: Genoa City Browning 9-5281)
Manager: Bob Stein
Sales Manager: Sam Lippert
Convention Season: June to Sept. and on occasion July and August
Largest Group Accommodated: 300 (120 rooms and 1 suite available)
Convention Rates: Single: $20; Double: $30; Suites: $30. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Air Conditioning: Banquet rooms, some meeting rooms, bedrooms 33%
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen, blackboard, 16mm projector
Other Equipment Available: PA system, spotlights, stage (adjustable)
Parking: Free facilities
Sports Facilities: Fishing, Swimming, Baseball, Tennis, Horseback riding, Golf, All outdoor diversions

GREEN BAY
Railroads: C.M. St. P. & P.; G.B. & W.; C. & N.W.

Hotel Northland

Pine & Adams (Phone: HEmlock 2-4811)
Manager: Harry C. Huebner
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 2 suites available)
Convention Rates: Single: $5 to $8.50; Double: $7.50 to $12.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, bedrooms on request
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 2,400 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to 75c overnight
Sports Facilities: Swimming, Tennis, Golf

MADISON
Railroads: C.M. St. P. & P.; C. & N.W.; Ill. Cent.
Airlines: NWA

Hotel Loraine

123 W. Washington Ave. (Phone: 6-0231)
Manager: L. G. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms and 10 suites available)
Convention Rates: Single: $4.25 to $6.50; Double: $7 to $11; Suites: $21
No. Mtg. Rms. & Capacity of Largest: 4 (650)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Rates for Meals: Breakfast: from 80c; Lunch: from $1; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: Some bedrooms
Charges for Banquet & Mtg. Rms.: None if headquarters in hotel
Other Equipment Available: PA system, spotlights, movable platforms
Parking: $1 average
Sports Facilities: Fishing, Swimming, Golf, Boating

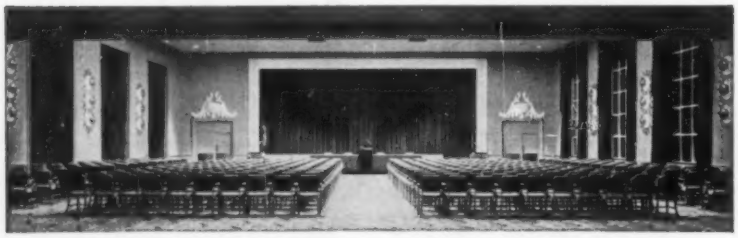
Park Hotel

22 S. Carroll St. (Phone: 5-6711)
Manager: Robert S. McKee
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms and 8 suites available)
Convention Rates: Single: $3.50 to $6; Double: $4.50 to $11; Suites: $20 to $50
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (280)
Rates for Meals: Breakfast: 80c to $1.75; Lunch: 80c to $2; Dinner: $1.60 to $4.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight

MILWAUKEE
Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.; G.T.; Soo; C. & O.; Milw. El.; Penna.
Airlines: NWA, AAL, BNF, CAP, UAL

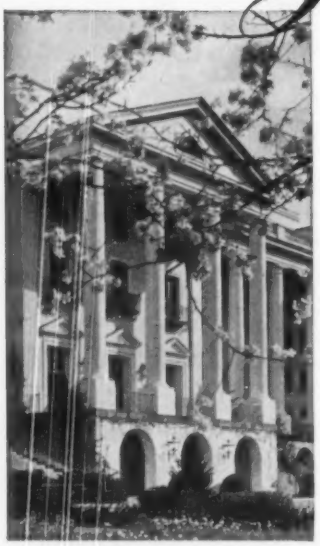
CONVENTION BUREAU

Convention Bureau
611 North Broadway (2)
Alvin J. Monroe, Manager



Where the convention season never ends...

THE *Greenbrier*



Combining the finest, most modern accommodations for business meetings with unexcelled sport and recreational facilities, The Greenbrier offers an outstanding location for your next convention. The Greenbrier's newly completed, air-conditioned West Wing provides meeting rooms for groups up to 1000 and includes such features as . . . a brand new auditorium with a 42 foot stage . . . the latest P. A. systems and projection equipment . . . a theater with CinemaScope screen . . . and superb arrangements for banquets. Don't overlook either, the marvelous sports and recreational facilities, the courteous service, comfortable guest rooms and wonderful dining that have made The Greenbrier world-renowned as America's Informal Business Capitol.

For complete information, address: Charles L. Norvell, Director of Sales, The Greenbrier, White Sulphur Springs, West Virginia, or inquire of reservation offices at: New York, 588 Fifth Avenue, JU 6-5500; Boston, 73 Tremont Street, LA 3-4497; Chicago, 77 West Washington Street, RA 6-0625; Washington, D. C., Investment Bldg., RE 7-2642.

THE *Greenbrier*

WHITE SULPHUR SPRINGS · WEST VIRGINIA

AUDITORIUM

Milwaukee Auditorium & Arena

500 W. Kilbourn Ave. (BRoadway 1-3423)
Manager: Elmer A. Krahn
Exhibit Areas: Mechanics Hall, Exhibit Hall, Arena, 90,000 sq. ft.; Bruce Hall, 25,000 sq. ft.; others, 15,000 sq. ft.
Rental Fees and Services: Rates vary with halls used; services include heat and light
Floor Load: Unlimited **Ventilation:** Washed air
Dimensions, Opening to Exhibit Hall: 10 ft. by 13 ft.
Columns: 12 ft. centers in Exhibition Hall
Utilities: All utilities available
Loading Facilities: Truck into building
Storage Areas: Surrounding exhibit area, 10,000 sq. ft.
Meeting Rooms and Capacities: 12 seat from 300 to 13,000
Facilities to Handle Food Functions: Can handle banquet up to 3,000
Parking Facilities: 1,600 cars
Distance from Business District: In business district

Hotel Pfister (HSMA)

424 E. Wisconsin Ave. (Phone: Broadway 1-6380)
President: Ray Smith, Jr.
Manager: Larry H. Smith
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $8.50 to $13; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 17 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,100)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $250
Net Exhibit Space: 6,000 to 10,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 30c first hour; 10c each additional hour; $1.25 for 24 hours

Hotel Schroeder

509 W. Wiscon (Phone: Broadway 1-7250)
Manager: L. H. Limecooly
Sales Manager: Donald Griffin
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: $5 to $12; Double: $8.50 to $15; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3 to $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Wisconsin

720 N. 3rd St. (Phone: Broadway 1-4900)
Manager: Edward Knopf
Convention Season: All year
Largest Group Accommodated: 525 (341 rooms and 10 suites available)
Convention Rates: Single: $4.50; Double: from $6.50; Twins: from $10; Suites: $12 to $25.50
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: from 60c; Lunch: from $1.25; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Meeting rooms, 50 bedrooms, Banquet rooms air cooled
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 12,781 sq. ft.
Visual Aids Available: Projector, screen, blackboard
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours indoors

PEWAUKEE

Railroads: C.M. St. P. & P.

Oakton Manor (HSMA)

(Phone: 5855)
Manager: Sam Sugarman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 175 (85 rooms and 5 suites available)
Convention Rates: Single: $22.50; Double: $15; Suites: $28.50. American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (120)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast $2; Lunch: $2.50; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet and Mtg. Rms.: None
Visual Aids Available: Projector
Other Equipment Available: PA System, spotlights, stage (25' x 18')
Parking: Free facilities
Sports Facilities: Swimming in indoor pool, Boating, Fishing, Ice Skating, Lawn Games

THREE LAKES

Railroads: C. & N.W.

Northernaire

See Advertisement, Page 157
(Phone: Three Lakes 4811)
Manager: Carl O. Marty, Jr.
Convention Season: Sept. 15 to Jul. 1
Largest Group Accommodated: 100 (47 rooms and 4 villas available)
Convention Rates: Single: $30; Double: $40; Suites: $50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Indoor pool, Golf, Boating, Horseback riding, Water & Snow Skiing, Ice Skating, Lawn

TOMAHAWK

Railroads: M. T. & W.; C. M. St. P. & P

Red Arrow Lodge

P. O. Box 182 (Phone: 48)
Manager: D. L. Krull
Convention Season: May 20 to Sept. 30, except July, Aug.
Largest Group Accommodated: 100 (11 rooms and 17 suites available)
Convention Rates: $10 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16 mm. sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Fishing, swimming, boating, target range, shuffleboard, golf, lawn games

CANADA

ALBERTA

BANFF

Railroads: Can. Pac.

Banff Springs Hotel

(Phone: 271 and 272)
Manager: C. C. McCartney
Sales Manager: G. L. Bartrem
Convention Season: June and Sept.
Largest Group Accommodated: 900 (500 rooms and 30 suites available)
Convention Rates: Single: $10 to $14; Double: $16 to $19; Suites: $40 to $70—for European Plan. Single: $17; Double: $30—for American Plan
No. Mtg Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (800)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4.50
Liquor: Not served, but organized cocktail parties by special arrangement permitted
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: 50c up to 4 hours in lot, 75c for 24 hours. Garage—$1 per night
Sports Facilities: Tennis, Horseback riding, Swimming, Climbing, Fishing, Golf

CALGARY

Railroads: Can. Nat.; Can. Pac.; C.P.
Airlines: TCA, CPA

Hotel Palliser

9th Ave. & 1st St., W. (Phone: 28621)
Manager: R. M. Devell
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 3 suites available)
Convention Rates: Single: from $6.50; Double: from $11.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 11 (550)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3
Liquor: Must be obtained by party along with special banquet permit
Charges for Banquet & Mtg. Rms.: $7.50 to $400
Net Exhibit Space: 350 sq. ft. on one floor
Other Equipment Available: PA system, Spotlights, stage (10' x 20')
Parking: 25c to $1
Sports Facilities: Golf, Fishing, Hunting, Tennis

EDMONTON

Railroads: Can. Nat.; Can. Pac.
Airlines: CPA, TCA, NWA, WAL

The Macdonald Hotel

100 St. & Jasper Ave. (Phone: 45181)
Manager: H. W. Aslin
Sales Manager: T. G. Van Dyke
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: from $7; Double: from $10; Suites: from $16.50

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CLEVELAND OFFICE: PRospect 1-7827
WASHINGTON OFFICE: EXecutive 3-6481
NEW YORK OFFICE: MUrray Hill 6-6990

ALBERTA

Edmonton continued

No. Mtg. Rms. & Capacity of aLrgest: 8 (700)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.65; Dinner: from $1.75
Liquor: Beer only—others by special permit
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1500 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 over night; $2 for 24 hours

JASPER

Railroads: Can. Nat

Jasper Park Lodge

Convention Season: June 5-Sept. 15
Largest Group Accommodated: 650
Convention Rates: From $6.50 per person. Rates for American plan
No. Mtg. Rms. & Capacity of Largest: 4 (650)
No. Banquet Rms. & Capacity of Largest: 4 (700)
Parking: Free facilities
Sports Facilities: Swimming, Golf, Tennis, Badminton

LAKE LOUISE

Railroads: C.P.

Chateau Lake Louise

Manager: L. E. Perkinson
Sales Manager: G. L. Bartrem
Convention Season: June and Sept.
Largest Group Accommodated: 400 (390 rooms and 10 suites available)
Convention Rates: Single: $11 to $14; Double: $16 to $19; Suites: $40 to $60
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4.50
Liquor: By special arrangement
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Riding, Hiking, Fishing, Swimming, Putting, Boating

BRITISH COLUMBIA

FIELD

Railroads: Can. Pac.

Emerald Lake Chalet

Manager: R. Chatwin
Convention Season: June and Sept.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $5 to $9; Double: $7 to $12
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor. Wine and beer with meals
Charges for Banquet & Mtg. Rms.: Variable
Parking: Free facilities
Sports Facilities: Shuffleboard, Fishing, Hiking, Riding

VANCOUVER

Railroads: Can. Pac.; Can. Nat.; G.N.
Airlines: CPA, TCA, UAL, BCPA

AUDITORIUMS

Forum Building

Exhibition Park (HAstings 0123)
Manager: David Dauphinee
Exhibit Areas: South End, 15,600 sq. ft.; North End, 18,860 sq. ft.
Rental Fees and Services: South End, $450 per day; North End, $200 per day; both, $600 per day; services include light and water
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available on rental
Dimensions, Opening of Exhibit Hall: South End, 7 ft. by 12 ft.; North End, 10 ft. 8 in. by 11 ft. 6 in.
Columns: South End, none; North End, nine, 18-ft. from east and west walls
Utilities: 110 and 220-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Garden Building

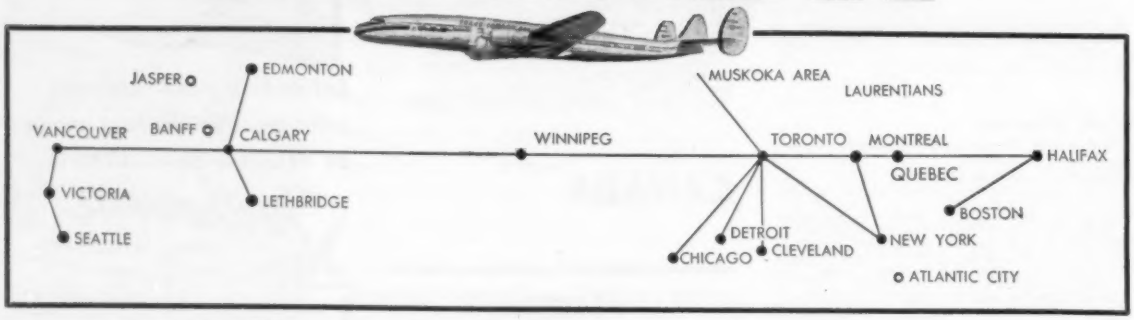
Exhibition Park (HAstings 4817)
Manager: David Dauphinee
Exhibit Areas: 6,696 sq. ft.
Rental Fees and Services: $400 per day, includes heat, light, P.A.
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 7 ft.
Columns: None
Utilities: 110-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: Concourses can be set up for meetings
Facilities for Food Funtcions and Banquet Capacity: Can handle banquet up to 750
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Georgia Hotel

801 W. Georgia St. (Phone: MArine 1182)
Manager: E. W. Hudson
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 4 suites available)
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: $1.75; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms

When you meet and greet in

CANADA



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TRANS-CANADA AIR LINES

Charges for Banquet & Mtg. Rms.: $15 to $150
Net Exhibit Space: 5,238 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day
Sports Facilities: Badminton, Tennis, Golf, Swimming (adjacent to hotel)

Hotel Vancouver

900 W. Georgia St. (Phone: Tatalow 3131)
Manager: M. H. Burns
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 350 (175 rooms, including suites, available)
Convention Rates: Single: $8; Double: $11; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet and Mtg. Rooms: $400 day up
Net Exhibit Space: 6,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (26' x 21')
Parking: $1 per day
Sports Facilities: Golf, Swimming, Fishing

VICTORIA

Railroads: Can. Pac.; E.N.; C.N.
Airlines: TCA

Empress Hotel

Government St. (Phone: Garden 4-8111)
Manager: Cyril Chapman
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: $6 to $12; Double: $9.50 to $16; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Variable
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight
Sports Facilities: Golf, Fishing, Riding, Swimming, Boating, Shuffleboard

MANITOBA

WINNIPEG

Railroads: Can. Pac.; Can. Nat.; G.N.; N.P.; M. & M.
Airlines: CPA, TCA, NWA

The Fort Garry

Broadway Ave. (Phone: 928 251)
Manager: C. A. Mann
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 5 suites available)
Convention Rates: Single: $6 to $9.50; Double: $9 to $12.50; Suites: $15 to $24
No. Mtg. Rms. & Capacity of aLrgest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Rates for Meals: Breakfast: 90c to $1.50; Lunch: from $1.65; Dinner: from $1.75
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 672 sq. ft. on one floor
Other Equipment Available: Stage
Parking: Free facilities
Sports Facilities: Golf—1 mile from hotel

Royal Alexandria Hotel

Higgins & Main (Phone: 92-2141)
Manager: Hugh C. Marfarlane
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: $7.50; Double: $11; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $3
Liquor: Not served in hotel
Net Exhibit Space: 13,473 sq. ft. on 2 floors
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—no charge, garage—$1.50 per day
Sports Facilities: Golf nearby

NEW BRUNSWICK

ST. ANDREWS

Railroads: Can. Pac.

Algonquin Hotel

(Phone: 123)
Manager: D. A. Williams
Convention Season: June and Sept.
Largest Group Accommodated: 350 (202 rooms and 11 suites available)
Convention Rates: Single: $14; Double: $24; Suites: $15 extra for parlor. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3—plus 3% government tax
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Croquet, Horseshoes, Billiards, Ping Pong, Putting green

NEWFOUNDLAND

ST. JOHN

Airlines: TCA, Maritime
Railroads: Can. Pac.; C. N.

Newfoundland Hotel

Convention Season: All year
Largest Group Accommodated: 280 (140 rooms available)
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Liquor: Served in hotel
Parking: Facilities available

NOVA SCOTIA

DIGBY

Railroads: Dom. At.; C.P.

Digby Pines Hotel

Phone: Digby 1000
Manager: Howard S. Walker
Convention Season: June 22 to Sept. 4, except from July 10 to Aug. 26
Largest Group Accommodated: 290
Convention Rates: Single: $14; Double: $24
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (280)
Rates for Meals: Breakfast: $1.50, Lunch: $2.25; Dinner: $3
Liquor: Only served with banquet permit
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm motion picture machine
Other Equipment Available: PA system
Parking: Garage space—$5 weekly. Free out-of-doors parking.
Sports Facilities: Fishing, Swimming pool, Shuffleboard, Golf, Croquet

HALIFAX

Railroads: Can. Nat.; Dom. At.
Airlines: TCA

The Nova Scotian

Hollis St. (Phone: 3-7231)
Manager: H. J. Gunning
Convention Season: All year
Largest Group Accommodated: 135 (75 rooms and 3 suites available)
Convention Rates: Single: $5.50 to $9; Double: $9.50 to $13; Suites: $16.50 to $45
No. Mtg. Rms. & Capacity of aLrgest: 6 (500)
No. Banquet Rms. & Capacity of aLrgest: 3 (500)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: from $1.45; Dinner: from $1.75
Liquor: Beer and wine served. Must have permit for liquor
Charges for Banquet & Mtg. Rms.: $10 to $170 per day
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night in hotel garage
Sports Facilities: All within city limits

KENTVILLE

Railroads: Dom. At.

Cornwallis Inn

(Phone: 3231)
Manager: C. M. Rennie
Convention Season: All year, but prefer not mid-summer
Largest Group Accommodated: 100 (50 rooms and 3 suites available)
Convention Rates: Single: $5 to $8; Double: $9 to $12
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.50; Dinner from $1.60
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: $3 to $75
Net Exhibit Space: 2,030 sq. ft. on one floor
Other Equipment Available: Stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Golf

YARMOUTH

Railroads: Dom. At.; C.N.
Airlines: TCA

Lakeside Inn

(Phone: 1100)
Manager: L. M. Margeson
Convention Season: June 15 to Sept. 16
Largest Group Accommodated: 120 (60 rooms and 5 cottages available)
Convention Rates: Single: $9; Double: $14
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $2.50
Liquor: Permit is required
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,100 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Sailing, Canoeing, Shuffleboard, Tennis, Outboard motors, Pitch and Putt

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Manager

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opens 1959
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MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

ONTARIO

HAMILTON

Railroads: C.P.R.; Can. Nat.; T., H. & B.

Royal Connaught Hotel

See Advertisement, Page 159

112 King St., E. (Phone: Jackson 7-5071)
General Manager: Garner Havers
Sales Manager: C. Di Fruscia
Convention Season: All year
Largest Group Accommodated: 650 (275 rooms and 15 suites available)
Convention Rates: Single: $5.85 to $9; Double: $8.85 to $13.50; Suites: $17 to $38.50
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: from 85c; Lunch: from $2.25; Dinner: from $2.25
Liquor: Served in hotel
Visual Aids Available: Blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Golf nearby, Swimming

KENORA

Railroads: C.P.

Devil's Gap Lodge

President: J. Barker Campbell
Convention Season: June, Sept.
Largest Group Accommodated: 100 (44 rooms available)
Convention Rates: Single: $14; Double: $25. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: from $1.50; Lunch: $2.50; Dinner: $3
Liquor: Permit must be obtained
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 480 sq. ft. on one floor
Parking: $1 per day in garage
Sports Facilities: Golf, Swimming, Fishing, Shuffleboard

LONDON

Railroads: Can. Nat.; C.P.; N.Y.C.; L. & P.S.
Airlines: TCA

Hotel London

Dundas St. (Phone: 2-1801)
Manager: Thos. J. Squires
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 9 suites available)
Convention Rates: Single: from $5; Double: from $8
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Rates for Meals: Breakfast: 65c to $1; Lunch: $1 to $2.25; Dinner: $1.65 to $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c per day
Sports Facilities: Golf, Tennis, Boat racing, Fishing, Swimming, Curling

MUSKOKA

Railroads: Can. Nat.

Bigwin Inn

Bigwin P.O. (Lake of Bays)
Manager: Frank S. Leslie
Convention Season: June 1 to Sept. 15
Largest Group Accommodated: 750 (300 rooms and 40 suites available)
Convention Rates: Single: $11 to $18; Double: $18 to $29. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Golf, Tennis, Bowling, Riding, Swimming, Boating

NIAGARA FALLS

Railroads: Can. Nat.; Wab.; N.Y.C.; N. St C. & T.

Sheraton-Brock Hotel (HSMA)

See Advertisement, Page 161

Falls Ave. (Phone: EL 4-7441)
Manager: Albert A. Bonnett
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 23 suites available)
Convention Rates: Single: $5.50 to $13.50; Double: $8.50 to $17.50; Suites: $20 to $58.50
No. Mtg. Rms. & Capacity of Largest: 5 (475)
No. Banquet Rms. & Capacity of Largest: 5 (375)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: from $3.50
Liquor: Must obtain a permit
Air Conditioning: 71 bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors, screens, easels, blackboards
Other Equipment Available: PA system, spotlights, platforms
Parking: $1.75 daily
Sports Facilities: Swimming, Golf

OTTAWA

Railroads: Can. Nat.; C.P.; N.Y.C.
Airlines: TCA, CAI

CONVENTION BUREAU

Ottawa Tourist & Convention Bureau
70 Nicholas St. (2)
Gerald M. Geldert, Director

Chateau Laurier

See Advertisement, Page 160

Major's Hill Park (Phone: 2-6411)
Manager: W. H. Aylett
Convention Season: All year—very large meetings not accepted during sessions of Federal Parliament
Largest Group Accommodated: 450 (225 rooms and 10 suites available)
Convention Rates: Single: $8.75; Double: $14.50; Suites: $21.75 to $28.50
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.90 to $2.45; Dinner: $2.25 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 to $250 for meeting rooms. No charge for banquets, other than price of meal
Net Exhibit Space: 7,512 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Overnight up to 15 hours—$1.50. Over 15 hours up to and including 24 hours—$2
Sports Facilities: Swimming pool in hotel, Tennis and Golf about 3 to 7 miles distant

TORONTO

Railroads: C.P.R.; Can. Nat.
Airlines: TCA, CPA, AAL

AUDITORIUMS

Canadian National Exhibition Buildings

Rental Exhibition Park (EM 6-7551)
Manager: Ivan M. Brodie
Exhibit Areas: Automotive Building, 175,000 sq. ft.; Coliseum Arena, 23,500 sq. ft.; Coliseum East Annex, 75,000 sq. ft.; Coliseum West Annex, 75,000 sq. ft., Industry Building, 152,300 sq. ft.; Horticultural Building, 30,000 sq. ft.
Rental Fees: Automotive Building, $1,200 per day, $500 per day for move-in and move-out time; Coliseum East Annex, $1,000 per day, $400 per day for move-in and move-out time; Coliseum West Annex, same rate as East Annex; Coliseum Arena, same rate as East Annex; Industry Building, same rate as Automotive Building; Horticultural Building, $700 per day, $350 per day for move-in and move-out time
Flood Load: Unlimited in all buildings except Horticultural which cannot take heavy machinery

Canada's Famous Convention Host...

The CHATEAU LAURIER in Canada's Federal Capital

Canadian hospitality is at its best in Ottawa's internationally famous Chateau Laurier—one of nine Canadian National "hotels of distinction". Centrally located, this hotel is splendidly equipped to care for all your convention requirements. Facilities include 550 beautifully appointed rooms, spacious banquet halls, a modern swimming pool, large meeting and conference rooms, and a staff well-schooled in making conventions run smoothly.

Canadian National Railways will be glad to help you make all the necessary arrangements. You'll get full information and valuable assistance if you write: Mr. A. P. Lait, Manager, Convention Bureau, Canadian National Railways, 360 McGill St., Montreal, Quebec, Canada.

CANADIAN NATIONAL RAILWAYS

P. A. System: Available in Automotive Building, Coliseum Arena, Industry Building
Ventilation: Exhaust fan system
Ceiling Height: 16 ft. to 60 ft.
Elevators and Capacities: One freight, 3 tons, in Coliseum East Annex and one in West Annex
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft., 14 ft. by 16 ft., 10 ft. by 12 ft.
Columns: Automotive Building, four rows, 8 in. by 10 in.; 8 in. by 10 in. columns in Coliseum Arena and Annexes permit 10-ft. booths and 16 ft. aisles; columns in Industry Building permit 12-ft. booths and 16-ft. aisles; no columns in Horticultural Building
Utilities: 60 cycle AC and DC current
Loading Facilities: Railroad siding behind Coliseum buildings and within half mile of others; loading facilities at Industry Building and Horticultural Building
Storage Areas: Ample
Meeting Rooms and Capacities: One meeting room in Automotive Building; one in each Coliseum Annex, seat 60 each
Facilities for Food Functions: Arrangements can be made for banquets up to 2,000
Parking Facilities: 10,000 cars
Distance from Business District: Two miles

King Edward Hotel (HSMA)

See Advertisement, Page 161

37 King St., E. (Phone: Empire 8-7474)

Manager: Garner A. Havers
Sales Manager: Glenn V. Brewer
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms and 25 suites available)
Convention Rates: Single: from $7.85; Double: from $11.85; Suites: from $16.50
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (750)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: 15 banquet & meeting rooms, 90 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,388 sq. ft. on one floor and 7,724 sq. ft. on another
Visual Aids Available: Fleetwood Closed Circuit Projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 per day, indoor garage

Royal York Hotel

See Advertisement, Page 162

100 Front St., W. (Phone: EM 8-2511)

Manager: A. P. MacKinnon
Sales Manager: G. R. Street
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms and 30 suites available)
Convention Rates: Single: $9 to $12; Double: $12.50 to $15.50; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 24 (1800)
No. Banquet Rms. & Capacity of Largest: 24 (900)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.50; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning. Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if 50 or more bedrooms used; Exhibit rooms: $300 per day
Net Exhibit Space: 14,500 sq. ft. on one floor
Visual Aids Available: Screens, slide projectors, movie projectors
Other Equipment Available: PA system, spotlights, stage (30' x 25')
Parking: $2.25 per day in garage; lot, 25c per hour, $6—24 hours
Sports Facilities: Baseball, Hockey, Swimming, Football, Boxing, Wrestling

WINDSOR

Railroads: C.N.; C.P.; C. & O.; E.T.; N.Y.C.; Wab.
Airlines: TCA, AAL

Prince Edward Hotel

384 Ouellette Ave. (Phone: CLearwater 3-2481)

Manager: Armour J. Weir
Sales Manager: Syd. Faulkner
Convention Season: All year
Largest Group Accommodated: 275 (125 rooms and 7 suites available)
Convention Rates: Single: from $5.50; Double from $8.50; Suites: from $21
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: $1.25; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: 25 bedrooms and 8 suites
Charges for Banquet & Mtg. Rms.: $10 to $100
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, platform
Parking: 75c for 24 hours, $1 per night in garage

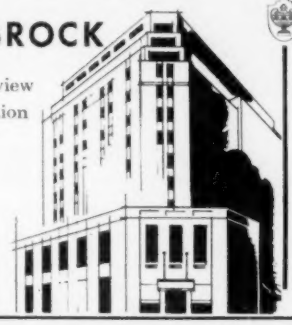
NIAGARA FALLS

ANOTHER DISTINGUISHED SHERATON HOTEL

SHERATON-BROCK

Dining room offers best view of Niagara Falls. Convention Hall for 500, four other function rooms for from 40-300 persons.

300 rooms
ALBERT A. BONNETT
General Manager



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Sheraton Hotel opens 1959
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and other Midwest cities
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IN TORONTO IT'S THE
KING EDWARD
SHERATON

TRADITION UP-TO-DATE. Huge improvement program has been completed. Toronto's finest hotel is better than ever — with air-conditioning, redecorating, new furnishings and new convention facilities. Seventeen banquet and meeting rooms, including Crystal Ballroom seating up to 1,000. The King Edward Sheraton is Canada's first name in conventions.

850 rooms

GARNER A. HAVERS, *General Manager*

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SHERATON HOTELS
THE PROUDEST NAME IN

Standout Convention site outside the U.S....

Overnight from New York or Chicago

The ROYAL YORK *Toronto*

LARGEST HOTEL IN THE BRITISH COMMONWEALTH

COMPLETE FACILITIES FOR WORK: These fine convention facilities, in an atmosphere of modern luxury, will help you get things done quickly, simply, successfully:

1200 comfortable rooms, all radio-equipped • Large Convention Hall; Banquet Hall with stage and organ; Regal Ballroom • Exhibit rooms, meeting rooms, secretarial rooms; Sound projectors, both 16 and 35mm, trained operators • Portable public address system

AND FOR PLAY: Name bands and popular entertainers perform nightly. Take your choice of attractive eating places right here in the Hotel: 3 restaurants and 20 various meeting rooms, all with Canadian Pacific's typically prompt and courteous service. And if you like, go on the town. The Royal York is smack in the center of Toronto's business, theatre and shopping district.

HOW TO GET THERE: Toronto, with its Union Jacks and British flavor, adds a fascinating touch to any convention. Yet it's only an overnight trip from many U. S. cities.

FOR DETAILS AND RESERVATIONS: Write Convention Manager, Royal York, Toronto. He'll handle everything for you. For other excellent convention sites, write Canadian Pacific, 581 Fifth Avenue, N. Y. 17, N. Y.

Canadian Pacific

PRINCE EDWARD ISLAND

CHARLOTTETOWN

Airlines: Maritime
Railroads: Can. Nat.

The Charlottetown

Largest Group Accommodated: 200 (110 rooms available)
Convention Rates: Single from $5.50
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 4 (240)
Parking: Free facilities

QUEBEC

MONTREAL

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H., M. & S.C.
Airlines: CPA, CAI, TCA, NEA

Laurentien Hotel

See Advertisement, Page 163

(Phone: UNiversity 6-4571)
Gen. Manager: J. Gordon McMichael
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: $7.35 to $9.50; Double: $10.35 to $12.50; Suites: $16.70 to $35
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75 to $3.75; Dinner: $2.75 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: $50 per day
Net Exhibit Space: 3,000 sq. ft. on one floor
Parking: $1.50 per day

Sheraton-Mt. Royal (HSMA)

See Advertisement, Page 163

Peel St. (Phone: PL-7777)
Manager: Thos. C. Deveau
Sales Manager: George Cotterill
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms and 25 suites available)
Convention Rates: Single: $6.35 to $9.85; Double: $9.35 to $11.85; Twins: $10.85 to $13.35; Suites: $19 to $44
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner, $3
Liquor: Served in hotel
Air Conditioning: Most banquet and meeting rooms, many bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 16,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per day in garage
Sports Facilities: Golf, Skiing, Horse racing—all in close proximity to hotel

Windsor Hotel (HSMA)

Dominion Square (Phone: University 6-9611)
President & Managing Director: Maxime Raymond
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 50 suites available)
Convention Rates: Single: from $8; Double: from $10; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 20 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3; Dinner: from $4—plus 5% tax and 15% gratuity
Liquor: Served in hotel
Air Conditioning: Few banquet rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $20 to $700
Net Exhibit Space: 35,175 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage (23' x 15'—345 sq. ft.), television
Parking: $2 per 24 hours, including pickup and delivery
Sports Facilities: Golf clubs, Swimming, Tennis—all in area

MONT TREMBLANT

Railroads: C.P.

Mont Tremblant Lodge (HSMA)

See Advertisement, Page 164

(Phone: St. Jovite 83)
Pres. & Mng. Dir.: Mrs. Joseph B. Ryan
Convention Season: June 15 to Oct. 15, Dec. 19 to Apr. 15
Largest Group Accommodated: 300 (183 rooms available)
Convention Rates: Single: $14; Double: $24; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Liquor: Served in bars only
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,263 sq. ft.
Visual Aids Available: 16mm sound projector, screen, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Skiing, Swimming, Putting green

MURRAY BAY

Railroads: C.N.

Manoir Richelieu (HSMA)

(Phone: La Malbaie 300)
Manager: Lewis P. Beers
Sales Manager: H. M. Costello
Convention Season: June, late Aug. and Sept.
Largest Group Accommodated: 600 (311 rooms and 11 suites available)
Convention Rates: Single: $16; Double: $32; Parlors: $16. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,954 sq. ft. on one floor
Visual Aids Available: 35 m.m. projector
Other Equipment Available: PA system, spotlights, stage
Parking: 75c in garage, no charge in lot
Sports Facilities: Golf, Fishing, Swimming, Putting, Croquet, Lawn bowling, Riding, Horseshoes, Tennis

QUEBEC

Railroads: C.P.; C.N.; Q. Cent.; Q.R.L. & P.
Airlines: CPA

AUDITORIUMS

Exhibition Park

(Phone: 5-5120)
Manager: Emery Baucher
Exhibit Areas: Commercial Building, 40,000 sq. ft.; Industrial Pavilion, 15,000 sq. ft.; Agricultural Pavilion, 51,000 sq. ft. on two floors
Rental Fees: On application
Floor Load: Unlimited. **Ventilation:** Forced
Ceiling Height: from 15 to 60 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: Sufficient to take care of any load
No. of Elevators and Capacity: One-1,500 lbs. in Agricultural Pavilion
Columns, Locations and Dimensions: None in Exhibit area
Utilities Available: Electricity, water and drain
Loading Facilities: Excellent
Railroad Sidings: Nearby on ground
Locations of Storage Buildings: Sheds alongside 2 buildings
Number of Meeting Rooms and Capacities: Agriculture Pavilion: Three, 30 each
Facilities of Handle Food Functions and Banquet Capacity: Lunch counter; banquet for 600 can be arranged
Parking Facilities: 3,000 cars
Distance from Business District: One mile

Chateau Frontenac

Des Carrieres St. (Phone: 2-3861)
Manager: G. J. Jessop
Convention Season: All year, except July 1 to Sept. 15
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: $5.50 to $13; Double: $8.50 to $20; Suites: $20 to $40
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.60; Dinner: from $1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms, if convention consists of 200 or more persons
Visual Aids Available: 35mm sound projector, 16mm filmosound projector, 16mm silent projector, slide projectors

MONTREAL

ANOTHER DISTINGUISHED SHERATON HOTEL

THE LAURENTIEN

Located in the heart of the city, overlooking Dominion Square Park, the sleek Laurentien is one of Canada's newest hotels. 1,100 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest conventions.

1100 rooms
J. GORDON McMICHAEL
General Manager

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For a Cosmopolitan Convention

Reflecting the city's French-English quality, the internationally famous Sheraton-Mt. Royal offers an interesting cosmopolitan background for your convention. 1100 modern, well appointed guest rooms. The Main Ballroom accommodates 1200 for meetings, 1000 for banquets. Other function rooms accommodate from 10 to 1000 people.

GEORGE COTTERILL, *Sales Mgr.*
GASTON SYLVESTRE, *Convention Sales Mgr.*

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THE PROUDEST NAME IN HOTELS

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agenda

accommodations

—in Inn, Lodge or private cottages at special group rates.

meeting facilities

—for 20 to 350 people, modern meeting equipment, banquet and bar facilities, experienced staff.

sports and fun

—swimming in lake or pool, Bath and Tennis Club, chair lift, riding, golf—dancing, entertainment.

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Mont Tremblant Lodge

90 miles north of Montreal

Mont Tremblant P.Q., Canada

Siegfried Faller, Jr., Sales Mgr.
Tel: St. Jovite 83

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The MANOR HOUSE
HAS EVERYTHING!
Top Laurentian Year Round Resort
• 60 MILES NORTH OF MONTREAL •
"The St. Moritz of Quebec"

FINEST MODERN FACILITIES AVAILABLE

1. Meeting rooms accommodate 50 to 200.
2. Dining room seats 150.
3. P.A. System throughout bldgs.
4. All visual aids; including 16 MM sound projector, black boards, etc.
5. Centrally heated & sprinklered.
6. Accom. for 125; phone in each room.

- Overlooks the beautiful Lac des Sables in picturesque French-Canadian Village
- All summer & winter sports
- 9 hole Golf course
- Music & Dancing nightly
- Tennis & Skating
- Ski school & tow, ski shop

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STE. AGATHE des MONTS, Quebec 12, Canada
or
N. Y. Office: 155 E. 42nd St., MU 9-3330
For Information and Available Dates write or call now!

QUEBEC

Quebec continued

Other Equipment Available: PA system, spotlights, stage
Parking: $2 daily
Sports Facilities: Tobogganing, Skating, Skiing, Ice hockey, Golf, Tennis, Bathing

Hotel Saint Louis

33 St. Louis St. (Phone: 2-2771)
Manager: Henri J. Gohier
Convention Season: All year, except July and August
Largest Group Accommodated: 200 (80 rooms and 4 suites available)
Convention Rates: Single: $6; Double: $9 & $10; Suites: $14. European plan
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (175)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $2.25. Plus 5% tax
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 1,200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage (10' x 10')
Parking: $1.50 overnight
Sports Facilities: Swimming, Tennis, Golf, Skiing, Skating, Tobagganning, Boating, Cruise

STE. ADELE

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H.; M. & S.C.—all to Montreal

The Chantecler (HSMA)

(Phone: Ste-Adele 9-3555)
Manager: Nelson E. Verge
Sales Manager: George W. Powell
Convention Season: After Labor Day to Dec. 20, Jan. 7 to 31, March 15 to June 30
Largest Group Accommodated: 150 (70 rooms and 6 suites available)
Convention Rates: Single: $10 to $14.50; Double: $11 to $15; Suites: $15 to $18. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 4 (700)
Rates for Meals: Lunch: $2.50; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Projectors, screens
Other Equipment Available: PA system, spotlights, stage (variable)
Parking: $1.50 per night inside; no charge outside
Sports Facilities: Swimming, Tennis, Golf, Riding, Skiing, Curling, Skating, Fishing

Hotel Ste. Adele Lodge (HSMA)

(Phone: 9-3541)
Manager: Bert Husson
Sales Manager: Albert E. Carr
Convention Season: Jan., Mar., Apr., May, June, Oct., Nov., Dec.
Largest Group Accommodated: 300 (90 rooms and private cottages available)
Convention Rates: Single: from $8.50; Double: from $10.50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Projection machines
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Skiing, Swimming, Golf, Boating, Fishing, Tennis, Riding

Ste. Agathe Des Monts

Railroads: C. N.; C. P.

Laurentide Inn (HSMA)

(Phone: 391)
Manager: Kenneth W. Harrison
Sales Manager: Sydney Nesbitt
Convention Season: All year, except Dec. and Jan.
Largest Group Accommodated: 125 (60 rooms and 2 suites available)
Convention Rates: Single: $14; Double: $24; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 1 (106)
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Swimming, Fishing, Winter Skiing, Skating

The Manor House

See Advertisement, Page 164

(Phone: 420)
Manager: J. B. Laing
Convention Season: All year except Feb., July & Aug.
Largest Group Accommodated: 100
Convention Rates: $9 to $12 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft.
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Fishing, Hunting, Riding, complete summer and winter sports.

STE. MARGUERITE STATION

Railroads: Can. Pac.

Alpine Inn (HSMA)

See Advertisement, Page 165

Ste. Marguerite Station (Phone: St. Marguerite 106)
President: Vernon G. Cardy
Manager: H. F. Gibson
Convention Season: All year except July and Aug.
Largest Group Accommodated: 200 (96 rooms and 3 cottages available)
Convention Rates: Single: from $15; Double: from $24; Suites: from $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $3; Dinner: $3.50 plus 5% tax
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,740 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, platforms
Parking: Free facilities for 300 cars
Sports Facilities: Golf, Putting green, Tennis, Skating, Heated Swimming pool

Chalet Cochand

(Phone: 85-W)
Manager: Louis Cochand
Sales Manager: Peter Aird
Convention Season: April 1 to July 1, Sept. 15 to Dec. 15
Largest Group Accommodated: 130
Convention Rates: American plan
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 900 sq. ft. on one floor
Visual Aids Available: 16 mm. projector, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Complete winter and summer sports

TADOUSSAC

Railroads: C.N.R.—to Murray Bay, then bus or C.S.L. steamer

Hotel Tadoussac

Manager: Carl A. Bodensieck
Convention Season: June, late August and Sept.
Largest Group Accommodated: 225 (130 rooms and 5 suites available)
Convention Rates: Single: $12 & $15; Double: $26 & $28; Suites: $36. Rates for American Plan

No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c daily
Sports Facilities: Golf, Tennis, Swimming, Putting green, Heated pool, Lawn bowling

SASKATCHEWAN

REGINA

Railroads: C.P.; C.N.
Airlines: CPA, TCA

The Saskatchewan Hotel
Victoria & Scarth (Phone: LA 2-7691)
Manager: E. C. Fitt
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms including 5 suites available)
Convention Rates: Single: from $8; Double: from $12; Suites: from $20.50
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $2.75
Liquor: Served with permit only
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 6,363 sq. ft.
Other Equipment Available: PA system, spotlights, stage (298 sq. ft.)
Parking: Free facilities
Sports Facilities: Golf, Fishing, Riding, Swimming, Tennis, Skating, Hockey, Shooting, Softball, Baseball, Rugby football

SASKATOON

Railroads: C.P.; C.N.
Airlines: TCA, CPA

The Bessborough
Spadina Crescent (Phone: 5521)
Manager: C. Finlay
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 5 suites available)
Convention Rates: Single: from $6; Double: from $9; Suites: $17
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.65; Dinner: from $1.85—in main dining room. A la carte service also available in cafeteria at moderate prices
Liquor: Permit must be obtained
Charges for Banquet & Mtg. Rms.: $7 to $125 per day
Net Exhibit Space: 3,448 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free facilities

U. S. ISLAND POSSESSIONS

HAWAII

HONOLULU

Airlines: NWA; PAA; UAL

Edgewater Hotel (HSMA)
2168 Kalia Rd. (Phone: 99-6464)
Manager: Jim Knaefler
Sales Manager: Jack Gillett
Convention Season: All year
Largest Group Accommodated: 400 (180 rooms and 12 suites available)
Convention Rates: Single: $6; Double: $8.50 to $14; Suites: $16 to $25
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: to $1.50; Lunch: to $2.50; Dinner: $2 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Halekulani Hotel (HSMA)
2167 Kalia Rd. (Phone: 9-0934)
Manager: Richard K. Kimball
Sales Manager: Henry Rittemeister
Convention Season: Late Spring and Fall only
Largest Group Accommodated: 300 (50 rooms and 50 suites available)
Convention Rates: Single: $10; Double: $12; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: to $1.50; Lunch: to $2.50; Dinner: to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Sailing, Surfing

Hawaiian Village
See Advertisement, Page 37
(Phone 9-09410)
Manager: Gywnne Austin
Convention Season: All year
Largest Group Accommodated: 400
No. Mtg. Rms. & Capacity of Largest: 1 (800)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: 60c to $2; Lunch: $1.25 to $2; Dinner: $3 to $4
Liquor: Served in hotel
Visual Aids Available: Projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Catamaran Sailing, Surfboard, Water Skiing, Swimming, Fishing

Moana Hotel
Waikiki (Phone: 9-3456)
Manager: A. C. Weingand
Sales Manager: F. E. Laughlin
Convention Season: All year
Largest Group Accommodated: 250
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $15 to $50
Other Equipment Available: Spotlights
Parking: $5 per week
Sports Facilities: Swimming

Princess Kaiulani Hotel
Waikiki (Phone: 99-6111)
Manager: J. Filoni
Sales Manager: F. E. Laughlin
Convention Season: All year
Largest Group Accommodated: 400 (288 rooms and 1 suite available)
No. Mtg. Rms. & Capacity of Largest: 1 (212)

The Alpine Inn, Canada's showpiece Hotel in the beautiful Laurentian Mountains, offers you the finest facilities for your meeting and convention.

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Bedroom occupancy: 205
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Free parking for 200 cars.

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For convention and post-convention tour planning, call or write M. M. Mathews, United Air Lines, 36 S. Wabash, Chicago, Ill.

HAWAII

Honolulu continued

No. Banquet Rms. & Capacity of Largest: 1 (212)
New Convention hall for 1,200, available Summer 1957
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if headquarters
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Swimming pool, tennis, horse back riding, golf

Reef Hotel
2169 Kalia Rd. (Phone: 99-6464)
Manager: Roy C. Kelley
Sales Manager: Jack Gillett
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 16 suites available)
Convention Rates: Single: $10; Double: $10 to $16; Suites: $18 to $24
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2.50; Dinner: $2 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per hour

Royal Hawaiian Hotel
Waikiki (Phone: 9-0511)
Manager: J. C. Fischbeck
Sales Manager: F. E. Laughlin
Convention Season: All year
Largest Group Accommodated: 450
Convention Rates: Single: $26; Double: $36
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $25 to $50
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, swimming, horseback riding, golf, volleyball

Waikiki Biltmore
2424 Kalakaua Ave. (Phone: 99-6432)
Manager: R. D. Schofield
Convention Season: All year
Largest Group Accommodated: 500 (246 rooms and 3 suites available)
Convention Rates: Single: $10; Double: $12; Suites: $50
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: 90c; Lunch: from $1.25; Dinner: from $1.85
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if meals served; $15 to $25 without meals
Net Exhibit Space: 1,600 sq. ft. on one floor
Other Equipment Available: PA system, spotlight, stage
Parking: Free facilities
Sports Facilities: Swimming, Bowling

PUERTO RICO

SAN JUAN
Air Lines: EAL, PAA

Caribe Hilton Hotel
See Advertisement, Page 167
(Phone: 30030)
Manager: William Land
Sales Manager: Felix Alegria
Convention Season: All year, but only small groups accepted from Dec. through Easter.
Largest Group Accommodated: 200 (150 rooms and 10 suites available)
Convention Rates: Single: $8; Double: $11. These rates apply only for groups using over 50 rooms.
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 7 (250)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $150
Net Exhibit Space: 3,478 sq. ft.
Visual Aids Available: 16mm and 35mm sound projectors, steroptican machine, screens, film strip projector
Other Equipment Available: PA system, spotlights
Sports Facilities: Swimming, Tennis, Golf, Fishing, Beach, Pool

Condado Beach Hotel (HSMA)
Managing Director: James Weber
Resident Manager: Frederick E. Dieterle
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (from 25 to 60 rooms available)
Convention Rates: Single: from $6; Double: from $10; Suites: on request
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.75 to $3; Dinner: $3 to $4.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft.
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Pool, Volleyball, Beach, Fishing

La Rada Hotel
Dr. Ashford Ave.
Manager: Jose E. Alegria

Fly Eastern to your convention in Puerto Rico

FROM NEW YORK:

Luxury Flights
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Write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N.Y., or your local Eastern Air Lines office.

PLUS—DAILY DIRECT SERVICE from:

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Chicago	$137.80	$93.30
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Louisville	$121.20	$81.20
Atlanta	$100.00	$68.30
Tampa	$77.60	$52.20
Jacksonville	$86.90	$57.20
Miami	$64.00	$43.00

Also—convenient connections from 108 other cities. Leaders of groups of 15 or more are our guests. Eastern's ½-Fare Family Plan is good on all first-class flights on Tuesdays, Wednesdays and Thursdays.

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95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

New Facts about Puerto Rico for Convention Managers

New hotel facilities and new low-fare transportation are drawing more and more conventions, sales meetings and post-convention tours to Puerto Rico. Here are some of the reasons why they choose this island in the breeze-swept Caribbean.

New Hotel and Meeting Facilities—In the near future four new ultramodern hotels will be in operation in Puerto Rico. Many of the present hotels are adding new wings. All are air-conditioned—have ample meeting rooms and capable staffs expert in meeting convention needs. Exhibit space is available.

These are some of the groups planning conventions in Puerto Rico during the next few months:

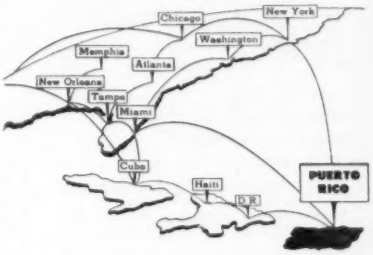
Buick Motors
Joseph Schlitz Brewing Co.
Hotpoint Sales Co.
American College of Surgeons
Studebaker Corporation
General Electric
American College of Physicians
Ralston-Purina Company
John Deere Co.

The size of convention parties ranges from 70 to 600.

Magnificent Recreation—In addition to historic sight-seeing trips, Puerto Rico provides your members with some of the finest recreational facilities in the world. Here, you'll enjoy superb sailing, swimming and deep-sea fishing. Golf at Morro Castle. Beautiful beaches air-conditioned by trade winds. And the weather? It's springtime *all year 'round* in Puerto Rico!

Easy to get to—Puerto Rico is only 5½ hours by air from New York and less than 4 hours from Miami. And two major airlines have instituted new low-cost services this year. Round-trip fares are now as low as $105 from New York.

There is no red tape to tie up your trip to Puerto Rico. No passports or foreign currency are needed.



For full details on Puerto Rico as the site for your next convention or meeting, call Chuck Naya at MU 8-2960 in New York, or write: Dept SM-7, Commonwealth of Puerto Rico, Economic Development Administration, Division of Tourism, 579 Fifth Ave., New York 17, New York.

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Plan now to visit The Caribe Hilton!

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For information or literature: Joseph T. Case, Sales Manager, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y., Telephone MUrray Hill 8-2240.

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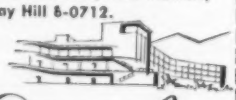
Simply write or phone: Mr. Beverley Miller, Director of Sales, Virgin Isle Hotel, 502 Park Avenue, New York 22, N. Y. MUrray Hill 8-0712.



Virgin isle HOTEL

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"The Most Magnificent Hotel in the Americas" So Foreign—Yet so Near."

PUERTO RICO

San Juan continued

Sales Manager: Carmen Matias
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (maximum of 40 rooms and 4 suites available)
Convention Rates: Rates variable, according to size of groups
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Rates for Meals: Breakfast: $1 to $1.75; Lunch: $1.50 to $3.50; Dinner: $2.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft.
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights
Parking: free facilities
Sports Facilities: Pool, Water skiing, Beach, Boating

Normandie Hotel

Manager: William C. Otero
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (40 to 90 rooms and 6 suites available)
Convention Rates: Variable with size of groups
No. Mtg. Rms. & Capacity of Largest: 4 (1000)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.25 to $2.75; Dinner: $2 to $4.50
Liquor: Served in hotel
Air Conditioning: 40 bedrooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Beach, Pool, Fishing

VIRGIN ISLANDS

ST. THOMAS

Airlines: PAA
Steamships: P. & O.

Virgin Isle Hotel

See Advertisement, Page 168

(Cable: Virgisle)
Manager: Leo J. Riordan
Director of Sales: Beverly E. Miller
Convention Season: All year except Feb.
Largest Group Accommodated: 160 (90 rooms and 6 suites available)
Convention Rates: Single: from $19.50; Double: from $31; Suites: from $42.50, American plan
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Net Exhibit Space: 500 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Film and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, tennis, swimming, sailing, fishing; spear fishing, snorkling, shuffleboard, ping-pong

BRITISH WEST INDIES

BAHAMA ISLANDS

GRAND BAHAMA

Airlines: Mackey from Miami, Fort Lauderdale, West Palm Beach, BOAC from Miami, Nassau

Grand Bahama Club

See Advertisement, Page 169

West End (Phone: FRanklin 9-1832, Miami)

Manager: William J. Thomson
Sales Manager: Marian Harris
Convention Season: All year
Largest Group Accommodated: 130 (65 rooms and 12 suites available)
Convention Rates: Single: $6.50; Double: $10; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1.50 to $1.75; Dinner: $2.75 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,640 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Game, reef and bone fishing, Swimming, Bicycling, Tennis, Golf

NASSAU

Airlines: Bahamas Air, PAA, TCA

British Colonial Hotel

(Phone: 3301)

Manager: Lewis T. Beers
Convention Season: Dec. 15 to Feb. 1
Largest Group Accommodated: 350 (200 rooms and 15 suites available)
Convention Rates: Single: $25; Double: $40; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $2.50; Lunch: $4; Dinner: $6

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Nassau Style!

You'll GET MORE DONE on your conventions and sales meetings in Nassau . . . because you HAVE MORE FUN and relaxation during the hours in-between! Every sport under the sun . . . shopping and sightseeing for the whole family! Nassau is near, by plane and ship . . . and no passports are needed for American and Canadian citizens!

For Complete Information:

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MIAMI: 1633-34 duPont Bldg. NEW YORK: 308 British Empire Bldg.
CHICAGO: 1210 Palmolive Bldg. DALLAS: 2120 Adolphus Tower
TORONTO: 407 Victory Bldg.

571

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 30 bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen, sound
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Water skiing, Golf Putting, Riding, Swimming

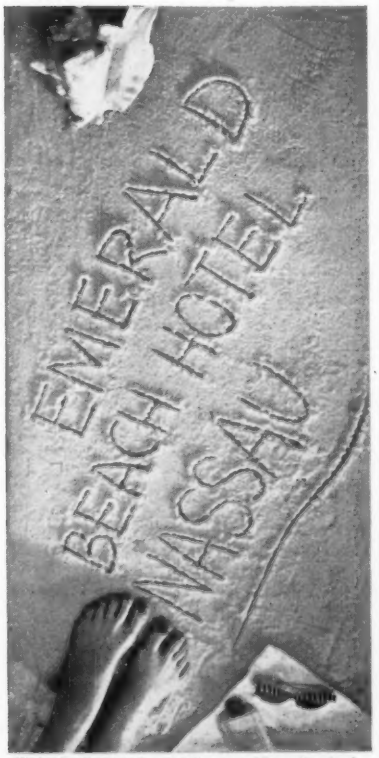
Emerald Beach Hotel (HSMA)

See Advertisement, Page 169

(Phone: 5195)
Manager: Wesler T. Keenan
Convention Season: Apr. to Dec. 15
Largest Group Accommodated: 500 (275 rooms and 25 suites available)
Convention Rates: Single: $18 to $25 per person; Double: $34 to $45; Suites: $15 to $25 additional Full American Plan or Modified if desired
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Ocean and pool bathing, Water skiing, Spear fishing, Fishing

Fort Montagu Beach Hotel

East Bay St. (Phone: Nassau 3341)
Gen. Manager: John L. Cota
Convention & Group Sales Mgr.: John H. Eby
Convention Season: All year, except Jan. 15 to Mar. 1st
Largest Group Accommodated: 275 (187 rooms and some suites available)
Convention Rates: Seasonal
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room, 71 bedrooms
Charges for Banquet & Mtg. Rms.: None



Wesler T. Keenan, General Manager. Offices: New York, CIrcle 7-7946; Chicago, WHitehall 4-7077; Cleveland, SUperior 1-0420; Washington, D.C., MEtropolitan 8-3492; Miami, FRanklin 9-7852.

Net Exhibit Space: 3,000 sq. ft.
Visual Aids Available: 16mm movie projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Sea bathing, Sun bathing, Sailing, Fishing, Tennis, Golf, Putting, Shuffleboard, Bicycling, Water skiing, Archery, Ping-Pong, Skin diving

The Royal Victoria Hotel

(Phone: 2831)
President: Peter H. Newcomb
Convention Season: All year, except Feb., Mar. and April
Largest Group Accommodated: 100 (60 rooms and 3 suites available)
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1 to $2; Lunch: $2 to $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: 45 bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector, sound and silent
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Beach, Golf, Tennis, Fishing

BERMUDA

Airlines: PAA, CAI, TCA
Steamships: Furness

The Bermudiana

(Phone: 1211)
Manager: Carroll F. Dooley
Convention Season: All year, except Mar., Apr., July and Aug.
Largest Group Accommodated: 300
Convention Rates: Single: $13 to $20; Double: $24 to $40; Suites: $17 to $24. Rates for modified American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms 25%
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Beach, Tennis, Golf (latter three within 10 minutes), Water Sports

The Castle Harbour

(Phone: 7661)
Manager: Howard F. Hohl
Convention Season: All year except Easter Season and certain holidays
Largest Group Accommodated: 500 (300 rooms and 10 suites available)
Convention Rates: Single: from $16; Double: from $28; Suites: from $67. Rates for modified American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $2 to $2.50; Lunch: $2.50 to $3; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,660 sq. ft. on one floor
Visual Aids Available: Slide and movie projector screen
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Pool, Beach, Fishing, Golf Tennis, Shuffleboard

Elbow Beach Surf Club

(Phone: 4301)
Manager: E. R. Hetland
Convention Season: All year, but prefer Nov. to Mar.
Largest Group Accommodated: 200 (150 rooms and 6 suites available)
Convention Rates: Single: $17; Double: $32; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $2 Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet room, 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Private beach

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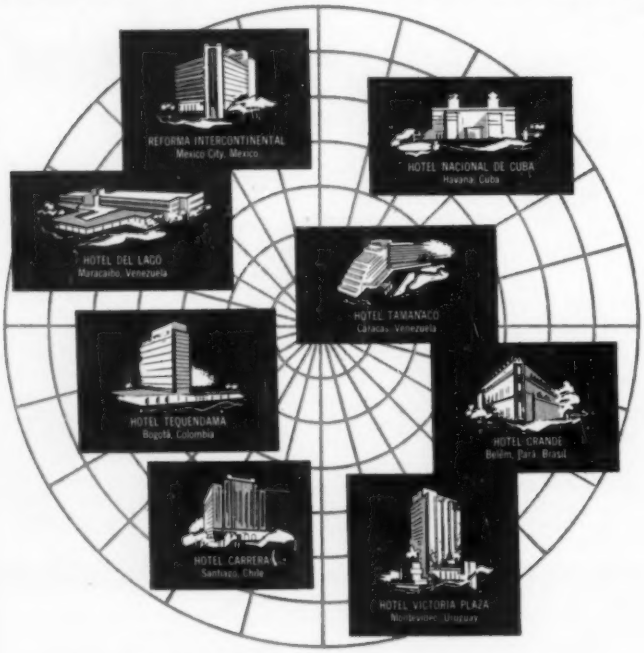

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San Juan Intercontinental, Puerto Rico • El Tikal, Guatemala

BERMUDA
continued

Mid Ocean Club
(Phone: 7111)
Manager: James A. Crawford
Convention Season: June to March
Largest Group Accommodated: (30 rooms and 4 suites available)
Convention Rates: Single: $18; Double: $34; Suites: add $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner $4
Liquor: Served in hotel
Air Conditioning: 10 bedrooms
Charges for Banquet & Mtg Rms.: $8.50 per day
Sports Facilities: Golf, Tennis, Sailing, Fishing, Private beach, Skin diving, Water skiing, Bicycling

JAMAICA

KINGSTON

Airlines: PAA, BOAC, Delta, Avianca, Avensa, TCA, Bahamas Air

Myrtle Bank Hotel
Kingston (Phone: 4681)
Manager: S. G. Levy
Convention Season: All year
Largest Group Accommodated: 205 (100 rooms available)
Convention Rates: From $11 per person. Rates for American Plan
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Free facilities
Sports Facilities: Swimming, Fishing, Riding, Golf, Tennis, Badminton

MONTEGO BEACH

Half Moon Hotel
Montego Bay (Phone: 2141-43)
Convention Season: All year
Largest Group Accommodated: 132 (60 rooms available)
Convention Rates: Single: from $15; Double: from $30, depending on season. Rates for American Plan
Rates for Meals: Breakfast: $1.50; Lunch: $3 to $4; Dinner: $5 and $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Tennis, Swimming, Croquet

Montego Beach
Montego Bay (Phone: 2101)
Manager: M. P. Archibald
Convention Season: All year
Largest Group Accommodated: 135 (65 rooms available)
Convention Rates: From $14 per person—Dec. to April. From $30 per person—April to Dec. Rates for American Plan.
Liquor: Served in hotel
Parking: Free facilities
Sports Facilities: Swimming, Boating, Tennis, Badminton, Golf, Fishing

Bay Roc Hotel
Montego Bay (Phone: 2181)
Manager: Donald deLisser
Convention Season: All year except Feb. & Mar.
Largest Group Accommodated: 140 (68 rooms and 2 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $5

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Other Equipment Available: Spotlights
Parking: Free facilities
Sports Facilities: Golf, Tennis

TOWER ISLE

Tower Isle Hotel

Tower Isle (Phone: Ocho Rios 271-273)
Manager: Don Bardowell
Convention Season: April, May, June, Sept., Oct., Nov.
Largest Group Accommodated: 176 (80 rooms and 16 suites available)
Convention Rates: $13 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: $1.75; Lunch: $3; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Deep Sea Fishing, Golf, Horseback Riding, Water Skiing, Pedalos, Swimming, Badminton, Tennis

CUBA

HAVANA

Airlines: PAA, DAL, NAL, BNF
Steamships: P. & O.

Hotel Nacional de Cuba (HSMA)

See Advertisement, Page 170

Manager: Anthony J. Vaughn
Convention Season: All year, except Feb.
Largest Group Accommodated: 650 (400 rooms and 48 suites available)
Convention Rates: By arrangement
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from $2; Lunch: from $3.50; Dinner: from $5.50
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: 40 and 60c
Sports Facilities: Golf, Swimming pools, Shuffleboard

VARADERO BEACH

Hotel Varadero Internacional

Manager: T. James Ennis
Convention Season: Nov. 1 to Sept. 30
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Double: $13 to $30
No. Mtg. Rms. & Capacity of Largest: 2 (450)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Rates for Meals: Breakfast: 85c to $3; Lunch: $1.50 to $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Swimming, Fishing, Sailing, Golf, Tennis, Horseback riding, Shuffleboard, Ping pong

DOMINICAN REPUBLIC

CIUDAD TRUJILLO

Airlines: PAA, KLM, CDA, Delta, Eastern, Varig
Steamships: Domican Republic Steamship Line

El Embajador

See Advertisement, Page 171

Manager: Robert Souers
Convention Season: April 15 to Jan. 10
Largest Group Accommodated: 500 (310 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Sports Facilities: Fishing, Tennis, Golf, Swimming —pools and beach

Paz Hotel (HSMA)

See Advertisement, Page 171

Manager: James Friscia
Convention Season: April 15 to Jan. 10
Largest Group Accommodated: 250 (150 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Liquor: Served in hotel
Sports Facilities: Fishing, Tennis, Golf, Swimming, pool and beach

Jaragua Hotel

See Advertisement, Page 171

Manager: R. A. Rath
Convention Season: April 15 to Jan. 10
Largest Group Accommodated: 400 (250 rooms available)
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Liquor: Served in hotel
Sports Facilities: Fishing, Tennis, Golf, Swimming —pools and beach

MEXICO

ACAPULCO

Airlines: AERONAVES

Prado-Americas Hotel

Manager: Julio Fernandez Z.
Sales Manager: Martin Lara
Convention Season: Apr. 15 to June 20, Sept. 20 to Dec. 20
Largest Group Accommodated: 100 (50 rooms and 20 suites available)
Convention Rates: Single: $9.50 to $14.50; Double: $17 to $23.50; Suites: $28 to $70. Rates for American Plan
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.35; Dinner: $2.95
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Swimming, Golf, Fishing, Touring

Hotel Club De Pesca

Ave. Costera Miguel Aleman (Phone: 99)
Manager: Miguel Guajardo
Sales Manager: Jorge Gonzalez
Largest Group Accommodated: 125 (50 rooms and 6 suites available)
Convention Rates: Single: $10.59; Double: $19.41; Suites: $41.18. Rates for American Plan
Rates for Meals: Breakfast: $1.20; Lunch: $2.40; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Suites
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Ping pong, Billiards, Fishing, Water skiing

CHIHUAHUA

Railroads: Nat. Rys. Mex.; K. C. M. & O.

Hotel Palacio Hilton

Libertad e Independencia
Manager: Miguel Olea, Jr.
Convention Season: All year
Largest Group Accommodated: 100 (45 rooms available)
Convention Rates: Single: $2.65; Double: $3.50 to $4.50
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 50c; Lunch: from $1; Dinner: from $1
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 10 bedrooms
Charges for Banquet & Mtg. Rms.: None when banquet served
Other Equipment Available: Spotlights

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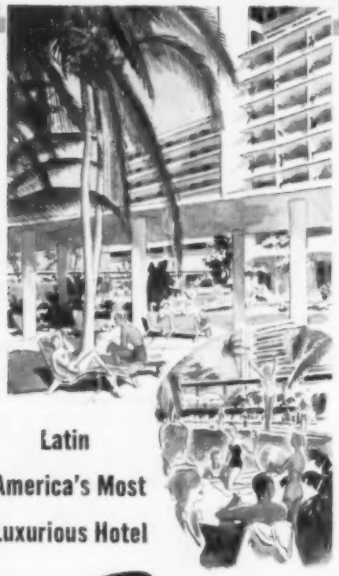

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or any Robert F. Warner or Glen W. Fawcett office.

MEXICO continued

CUERNAVACA

Railroads: Nat. Rys. Mex.

Chulavista Hotel (HSMA)
Calzada Chulavista (Phone: 322)
Manager: Enrique P. Bonnin
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $6.80; Double: $12. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.80; Dinner: $1.80
Liquor: Served in hotel
Parking: Free facilities
Sports Facilities: Swimming

MEXICO CITY

Railroads: Mex.; Nat. Rys. Mex.
Airlines: AAL

Hotel Bamer
Juarez 52 (Phone: 21-90-60)
Manager: Luis Davila
Convention Season: All year
Largest Group Accommodated: 50 (25 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (60)
No. Banquet Rms. & Capacity of Largest: 2 (40)
Rates for Meals: A la carte
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: Spotlights
Parking: Facilities available

Hotel Del Prado (HSMA)
Ave. Juarez #70 (Phone: 10-40-00 and 35-94-80)
Manager: Pedro Gorozpe M.
Convention Season: All year, but prefer spring or early fall
Largest Group Accommodated: 400 (200 rooms and 30 suites available)
Convention Rates: Single: $5.23 to $9.88; Double: $6.97 to $11.04; Suites: $13.37 to $36.53
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Rates for Meals: Breakfast: $1.25; Lunch: $3; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 95c per day

Hotel Luma
Orl zaba 16 (Phone: 11-97-20)
Manager: Ponciano Aguirre
Convention Season: All year
Largest Group Accommodated: 200
Convention Rates: Single: from $6.40; Double: $7.60; Suites: from $12.80.
No. Mtg. Rooms and Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: 80c; Lunch: $1.40; Dinner: A la carte
Liquor: Served in hotel
Other Equipment Available: Spotlights
Parking: 50c for 24 hours
Sports Facilities: Membership facilities for leading clubs in city

Hotel Marik Plaza
Jardin Morelos 10 (Phone: 116 or 127)
Manager: Seymour Ruben
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms and 13 suites available)
Convention Rates: Single: $7; Double: $12; Suites: $15. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.80; Dinner: $1.80
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $80
Net Exhibit Space: 3,000 sq. ft. on one floor
Parking: 45c per 24 hours
Sports Facilities: Swimming, Golf, Tennis, Horseback riding

Monte Cassino (HSMA)
(Genova 56)
Manager: Francisco Gutierrez Prieto
Exec. Asst. Mgr.: I. Osorno Barona
Convention Season: All year
Largest Group Accommodated: 200 (140 rooms and 20 suites available)
Convention Rates: Single: $4.75 to $12.15; Double: $10.60 to $25.90; Suites: $12.95 to $27.10
No. Mtg. Rms. & Capacity of Largest: 1
No. Banquet Rms. & Capacity of Largest: 2
Rates for Meals: Breakfast: $1.15; Lunch: $2; Dinner: $2.91
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Parking: 46c per day

Hotel Reforma (HSMA)
See Advertisement, Page 170
Paseo De La Reforma (Phone: 35-8050)
Manager: Charles Bowers
Sales Manager: Lucy Quijada
Convention Season: All year except Feb., Mar., July, Aug.
Largest Group Accommodated: 400 (203 rooms and 18 suites available)
Convention Rates: Single: $10; Double: $13; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: By arrangement
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Bull fighting, Golf, Tennis

MONTERREY

Railroads: Nat. Rys. Mex.
Airlines: AAL

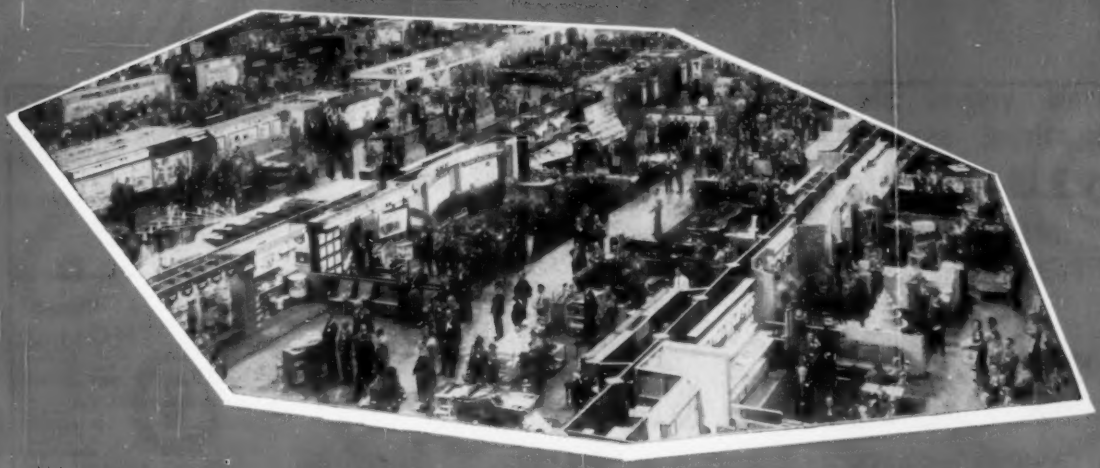
Gran Hotel Ancira
Hidalgo y Escobedo (Phone: LD-8)
Manager: Jose F. Gilly
Sales Manager: L. E. Riveroll
Convention Season: Sept. to June 1
Largest Group Accommodated: 100 (60 rooms and 5 suites available)
Convention Rates: Single: from $3.20; Double: from $4.40; Suites: from $7.20
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $1.80
Liquor: Served in hotel
Air Conditioning: 50% of bedrooms and banquet and meeting rooms
Net Exhibit Space: 5,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: $16 to $35
Other Equipment Available: PA system, spotlights
Parking: 60c per night
Sports Facilities: Golf, Swimming

PANAMA

PANAMA CITY

Airlines: PAA, Panagra, Braniff, Avianca, APA, LACSA, TACA, KLM, GUEST, Cubana, LAV, RAS

El Panama Hotel
See Advertisement, Page 172
Manager: Joseph R. Cunningham
Sales Manager: Antonio DiScala
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and suites available)
Convention Rates: April 1 to Dec. 31—Single: $10 to $15; Double: $15 to $21; Suites: $20 to $60. Jan. 1 to Mar. 31—Single: $15 to $20; Double: $22 to $28; Suites: $32 to $60
No. Mtg. Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.85; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: All suites, many bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Visual Aids Available: 16mm sound projector, 35mm slide projector, blackboards, screens
Other Equipment Available: PA system, spotlight, stage
Parking: $1 per night, $4 per week
Sports Facilities: Golf, Fishing, Swimming, Boating, Surfbathing, Hunting, Water Skiing



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See Advertisement, Page 175
2107 Chico Ave. (Phone: CU 3-3791)
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Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

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6729 Hollywood Blvd.
Phone: HOllywood 2-1421
(See listing under Milwaukee)

LONG BEACH

M. E. Taylor & Son (EP&DA)
1501 Oregon Ave. (13) (Phone: HE 5-5691)
Fred J. Taylor, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, floats

LOS ANGELES

Jones Decorating Co. (EP&DA)
2807 Sunset Blvd. (Phone: DU 7-4344)
A. Byron Perkins, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

J. L. Stuart Mfg. Co. (EP & DA)
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Phone: WEbster 3-3611
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

The Tabery Corp. (EP&DA)
See Advertisement, Page 2
3443 South Hill St. (7) (Phone: RI 9-1091)
Fred J. Tabery, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Sewing
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained designs, dioramas, mobile units, production displays, animation devices, floats

OAKLAND

Abrott-Mulone Inc. (EP&DA)
812 Athens Ave. (7)
Phone: TE 6-4595
Norman J. Mulone, Vice-President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating

SAN FRANCISCO

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Phone: KL 2-1181
J. Clarence Myers
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical
Services: Booth background and drape rental, booth furniture rental, exhibit rental

Novelart Display Co. (EP&DA)
625 Turk St. (Phone: TU 5-6483)
President and Manager: Clarence E. Murphy
Departments: Exhibit Design, Exhibit Construction, Metal Fabrication, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

William Sanford Incorporated (EP&DA)
657 Harrison St. (7) (Phone: EX 7-0845)
James W. McCulloch, Vice President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Stuart Co. (EP&DA)
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Departments: Design, Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, dismantling, repair, painting
Special Units: Self-contained displays, display-all panels & divide-all panels

CONNECTICUT

HARTFORD

Display Workshop, Inc. (EP&DA)
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Harold P. Post, President
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Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

DISTRICT OF COLUMBIA

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Art Designers Studios
1428 You St., N.W. (9)
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Art
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Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hartwig Displays (EP & DA)
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Phone: RAndolph 6-8287
(See listing under Milwaukee)

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Courtyard 2118 Massachusetts Ave. (Phone: AD 4-6131)
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Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

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Dist. of Columbia continued

United Convention Services, Inc.

See Advertisement, Page 16

1114 9th St., N.W.
Phone: HObart 2-7766
William Mayers, General Manager

FLORIDA

MIAMI

Berke Displays Inc. (EP&DA)

1733 NW. 20th St. (42)
Departments: Exhibit Construction, Exhibit Design, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ILLINOIS

CHICAGO

Bell Displays, Inc.

1017 W. Washington St. (7)
Phone: MOnroe 6-0781
Robert A. Dell, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Convention Booths

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Departments: Exhibit Design, Exhibit Construction, Metal, Sign, Silk Screen, Electrical, Mechanical
Services: Booth background and drape rental, booth furniture rental, show decorating

Custom Exhibits, Inc. (EP&DA)

900 N. Franklin St. (Phone: WH 4-2078)
Ted Olson, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Wood Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Czarnowski Display Service, Inc. (EP&DA)

1433 N. Dayton St. (22) (Phone: MI 2-7181)
Severin Czarnowski, President
Services: Installation, storage

Firks Studios, Inc. (EP&DA)

431 N. Clark St. (10) (Phone: DE 7-5411)
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Woodworking, Paint-Spraying
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays

Gardner Displays Co. of Chicago

1937 W. Hastings St. (8)
Phone: TAylor 9-6600
(See listing under Pittsburgh)

General Exhibits and Displays, Inc. (EP&DA)

See Advertisement, Page 177

2132 N. Racine Ave. (14) (Phone: EA 7-0100)
S. J. Fairweather, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Sound, Engineering
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Hartwig Displays (EP & DA)

53 W. Jackson Blvd.
Phone: WAbash 2-4908
(See listing under Milwaukee)

Kitzing Studio, Inc. (EP&DA)

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Fred Kitzing, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking, Painting

McAleer Displays (EP&DA)

160 E. Grand Ave. (11) (Phone: DE 7-3907)
Charles D. McAleer, president
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

General Exhibition and Rental Service

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☐ **Capex *Pitchman* Suitcase Displays** . . . which let the salesman pack up—pick up—set up—and be ready for a powerful on-the-spot pitch in every selling atmosphere . . . great as supplementary displays for trade shows and sales meetings, too.

☐ **Capex Logo Show-Drapes** . . . with individualized trademark or custom designing beautifully screen-processed on fireproof Fibreglas to make the perfect background or side-hanging in Exhibit Booths—Salesrooms—Show windows—Offices—and available in practical quantities at practical prices!

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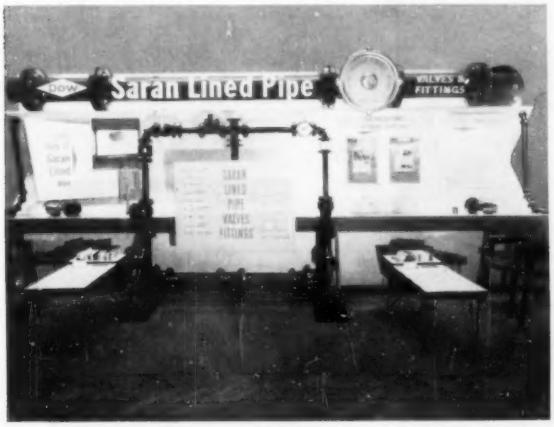
EXHIBIT PARADE

COMMAND ATTENTION

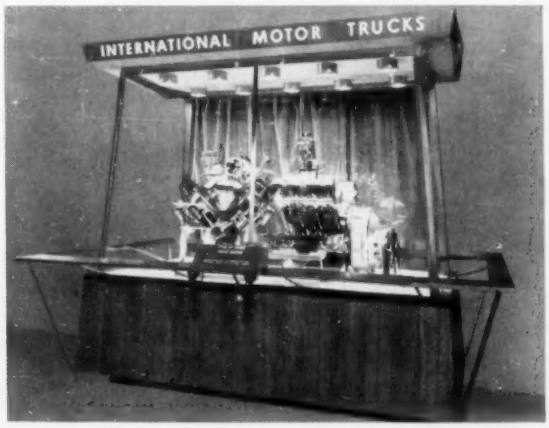
Convention Exhibits • Commercial Interiors • Merchandising Displays • Sales Presentations • Caravans • Models • Animations No. 2

ON TARGET! Kellogg's Restaurant Show exhibit uses giant TV set and Polaroid camera set-up to dramatize strong 3 program TV support for industry *R*estaurant *B*usiness *I*ncrease promotion aimed at getting public to *eat out*. In left two thirds of exhibit it sold the industry on fact that RBI STARTS AT BREAKFAST. Flashing RBI symbol was tied with headline overlay to colored blowup of menu in which four club breakfasts were lit up by a sequence flasher and bold subhead suggested "Sell High Profit Clubs to "Low Check" customers."

IT'S DONE WITH MIRRORS...placed at an angle so that when you look through the open entrance, you see reflected the beautiful interior of Dupont Company's Fiber Division showroom in the Merchandise Mart, Chicago. This mirrored entrance and modern interior design create an air of excitement for an unusual display of *what's new* in rugs and upholstery fabrics made with Dupont textile fibers by many of America's leading manufacturers.



ENLARGED MOCK-UP HEADLINE...a wood model of pipe, a valve and fittings was used with cut-off letter message as header for this 1956 Corrosion Engineers Show exhibit. An unusual assembly of actual Saran Lined Pipe with various kinds of fittings and valves was a center feature. The story of Saran Lined Pipe was presented with a slide film at the left, installations were shown on two revolving transparency units at the right and an impressive list of major users was another important part of this exhibit story. Unusual in design, the exhibit was highly informative and direct.



ANIMATED, EXPLODING CUTAWAY of a new International Harvester V-8 Truck Engine for Heavy Duty Trucks. Its fine engineering and quality construction are shown in this interesting and unusual cutaway. The front end moves away, makes one complete revolution and returns to the main body synchronized with the opening and closing of one bank of cylinders. Ear phones offer a brief but detailed explanation of features of the new engine. The skirt, canopy and glass slides are quickly removed for packing and the engine is mounted on a sturdy metal frame which has castors for easy handling. This is one of seven new IH engine cutaways recently produced by us.

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Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
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Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

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See Advertisement, Page 178

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S. Himmelfarb, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Exposition Service Co.

75 E. Wacker Drive
Phone: FRanklin 2-2523
Harry Katz, General Manager
(See listing under Atlantic City)

EVANSTON

Capex Co., Inc.

See Advertisement, Page 176

615 South Blvd.
Phone: GReenleaf 5-6767
H. Elton Pease, President
Products: Pre-fabricated exhibits, self-contained displays, fiberglass drapes

KENTUCKY

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Corman Displays

428 W. Vine St.
Phone: 4-1880
Dan Corman, Owner
Services: Booth background and drape rental, booth furniture rental, exhibit rental

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Joseph T. Griffin Co., Inc. (EP&DA)
704 W. Main St. (2) (Phone: JU 4-2484)
Arthur J. Meyer, President
Departments: Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Floor Planning
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental show decorating
Special Units: Mobile units, floats, outside dance floors

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404 Orchard St. (1)
Phone: LExington 9-4312
Robert W. London
Services: Booth Furniture rental

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Norman-Buffett Displays Industries, Inc.
394 Atlantic Ave. (10) (Phone: HU 2-4507)
Departments: Exhibit Design, Exhibit Construc- Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices

Win-Deco Display Co.
31 Irvington St. (16)
Benjamin E. Levin
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DETROIT

Display & Exhibit Specialties Co. (EP&DA)
See Advertisement, Page 179
1014 Lynn Ave. (7) (Phone: TUlsa 3-0602)
Rudy Speerschneider, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Woodworking, Paint
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, production displays, floats

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E. A. Taube, Ass't. General Manager
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Phone: WOodward 2-3557
(See listing under Pittsburgh)

Milo Arts and Crafts, Inc.
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Phone: WOodward 2-1436
R. G. Wood
Services: Booth background and drape rental, booth furniture rental, exhibit rental

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Displaymasters, Inc. (EP&DA)
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Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Painting, Traffic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays, animation devices

MISSOURI

KANSAS CITY

Manncraft-Exhibitors Service, Inc. (EP&DA)
908 Campbell St. 6E) (Phone: BA 1-8855)
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ST. LOUIS

Ad-Craft, Inc. (EP&DA)
1624 Delmar Blvd. (3) (Phone: GA 1-3995)
Wendall P. Blanton, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Advertisers Displays & Exhibits, Inc. (EP&DA)
2028 Washington Ave. (3) (Phone: CE 1-3170)
E. F. Rebholz, Administrative Assistant
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Sellinger Displays, Inc.
4525 N. Broadway (7) (Phone: MA 1-3307)
E. C. "Erv" Sellinger, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

NEW JERSEY

ATLANTIC CITY

Albert Meltz Studios
See Advertisement, Page 181
2304 Pacific Ave. (Phone: 4-3942)
Services: Installation, booth background and drape rental, show decorating, furniture rental
Special Units: Production displays

McColl's Display Service (EP&DA)
203 N. Sovereign Ave.
Phone: 4-1453
William Earl McColl, owner
Services: Installation
Special Units: Floats

United Convention Decorators, Inc.
See Advertisement, Page 16
2328 Pacific Ave.
Phone: 4-3128

November, 1956

Memo TO ALL TRADE EXECUTIVES:

Contact Burton T. Peake, Inc., Asheville, N. C., for top trade show management -- You'll have less worry, make more money and achieve the fine results that you have a right to expect.

Some of the shows that they have done or will do in 1957 are as follows:

The Southeastern Business Machine and Office Equipment Show, Charlotte, N. C.; The All Southern Material Handling Show, Houston, Texas; The International Office Management Clinic and Exposition, Dallas, Texas; The Southeastern Motel and Restaurant Show, Charlotte, N. C.; The Business Machine and Office Equipment Exposition of the Midwest, Des Moines, Iowa; All Southern Toy Show and Mart, Charlotte, N. C.; Mid South Business Machine and Office Equipment Show, Memphis, Tenn.; Southern Fabric and Piece Goods Show, Charlotte, N. C. . . . and many others!

Write, phone or wire today for any information that you may need. That name again . . . . Burton T. Peake, Inc., Asheville, N. C., Phone 3-0470.

Sincerely,

A Satisfied Client

P. S.: They do everything from selling exhibit space to the final management of the show -- and any place in the country, too.

Burton T. Peake INC

Samuel Katz, General Manager
Services: Booth background and drape rental, booth furniture rental, show decorating

JERSEY CITY

Gibraltar Corrugated Paper Co., Inc.

See Advertisement, Page 181

350 Warren St. (2)
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S. Paul Boochever, Vice-President
Special Units: Flame-retarded display background

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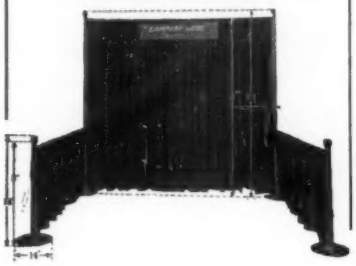

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Robert Wetstein, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Ivel Construction Corp. (EP&DA)

See Advertisement, Page 181

53rd St. & 1st Ave. (32)
Leslie Levi, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Model Shop
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Vanguard Creations Corp.

240 N. 10th St. (11) (Phone: EV 7-1819)
Clifford G. Lee, Production Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, exhibit rental
Special Units: Self-contained displays, mobile units, production displays, animation devices

BUFFALO

Hadley Advertising Displays (EP&DA)

631 Fargo Ave. (13) (Phone: GA 4456)
Norman F. Hadley, Owner
Department: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

The Dowd Co.

392 Franklin St. (2)
Phone: CLeveland 3335
T. Patrick Dowd, Manager
Services: Booth furniture rental

Hale Decorators, Inc.

119 Wilkeson St. (2)
Charles W. Howell, President
Services: Installaiton, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

LONG ISLAND CITY

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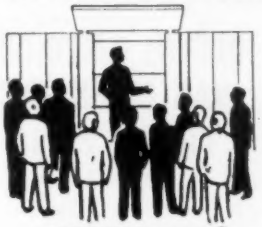

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Long Island City continued

Albert Bliss, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Paper Mache
Services: Installation
Special Units: Dioramas, mobile units, production displays, floats, animation devices

Design-Built Studios, Inc. (EP&DA)
21-21 41st Ave. (1) (Phone: ST 4-3400)
Harold B. Averick, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

McArthur-Vitale Displays, Inc. (EP&DA)
36-06 43rd Ave. (1) (Phone: ST 6-3960)
Santo Vitale, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Sculpture, Model Making
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Structural Display Co., Inc.
19-19 24th Ave. Queens (Phone: AS 4-1136)
Thomas F. Byrne, Vice-President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats, models

MT. VERNON

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Martin & Carl Jenter, Partners
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Engraving, Woodworking, Spray Finishing
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

NEW YORK

Lewis Barry, Inc. (EP&DA)
12 John St. (38) (Phone: WO 4-0850)
Lewis Barry, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays

Harold Black Exhibits (EP&DA)
266 West 12th St. (Phone: WA 9-3048)
Harold Black, Director
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical
Services: Installation, Booth Background and drape rental, storage, show decorating

Bryan-Elliott Exhibit Co. (EP&DA)
211 West 61st St. (23) (Phone: JU 2-3810)
Elliott B. Mudgett, Partner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Cloth, Plastics

Dikran Display (EP&DA)
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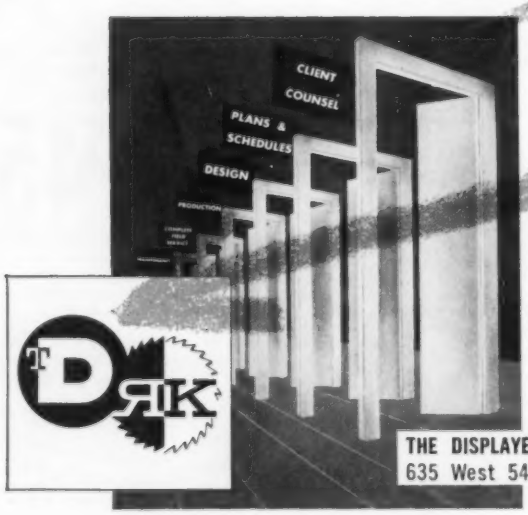

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Services: Installation
Special Units: Self-contained displays

Display Builders, Inc. (EP&DA)

239 W. 66th St. (23) (Phone: TR 3-5153)
David A. Fink, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, animation devices, floats

Display Corp. of New York

253 W. 64th St. (23)
Phone: TRafalgar 4-2300
Harry Coopersmith, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, production displays

The Displayers, Inc.

See Advertisement, Page 182

635 West 54th St. (19) (Phone: JU 6-8800)
Belmont Corn, Jr., President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry, Painting, POP displays
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Display Guild

85-09 57th Ave. (73) (Phone: NE 9-5220)
Lee Brunner, Sales Manager
Departments: Design and Production, Metal Fabricating (Wood & Plastic) Mfg.
Services: Installation, storage, exhibit rental
Special Units: Merchandising & self service displays, training and demonstration devices

Display Workshop, Inc. (EP&DA)

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(See listing under Hartford, Conn.)

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Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Scenic Art
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gardner Displays of New York

41 E. 42nd St. (17)
Phone: MUrray Hill 7-2621
(See listing under Pittsburgh)

Industrial Displays, Inc. (EP&DA)

625 W. 55th St., (19) (Phone: JU 2-4550)
Jack Paul, Secretary-Treasurer
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices

Ivel Exposition Service Corp.

See Advertisement, Page 181

N. Y. Coliseum, Room 255
(See listing under Brooklyn, N. Y.)

Jensen Associates (EP&DA)

41 East 41st St. (17)
Phone: MUrray Hill 2-0051
Herbert W. Jensen
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Booth background and drape rental, storage
Special Units: Self-contained displays, production displays

Manhattan Exposition Construction Corp. (EP&DA)

247 West St. and Room 253 N. Y. Coliseum (Phone: PL 7-3233)
Charles LaRosa, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, mobile units

Mastercraft Associates, Inc. (EP&DA)

360 W. 11th St. (14) (Phone: WA 4-9360)
Harold Lightman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Messmore & Damon Co.

See Advertisement, Page 183

1461 Park Ave. (29)
Phone: TRafalgar 6-3530
Francis B. Messmore
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

New York Display Service (EP&DA)

101 Park Ave. (17) (Phone: LExington 2-3759)
Andrew Trifon, Manager
Services: Installations, storage

Selexor Displays, Inc.

See Advertisement, Page 183

312 E. 95th St. (28)
Phone: ATwater 908347
M. Daniel Kingsley, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

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New York City continued

Strauss Decorating & Exposition Co., Inc. (EP&DA)

See Advertisement, Page 183

3524 Third Ave. (56) (Phone: LU 8-7700)
New York Coliseum, Columbus Circle
Phone CO 5-0272
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Booth Equipment Co.

See Advertisement, Page 16

N. Y. Coliseum, Room 252
Phone: COlumbus 5-5133
William Spiegelman, General Manager
(See listing under Atlantic City)

Walling Display

48 W. 20th St. (11)
Phone: WA 9-3359
George Walling, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Special Units: Self-contained units, production displays, animation devices

Warren Displays, Inc. (EP&DA)

10 Jones St. (14) (Phone: CH 2-8295)
Gordon H. Warren, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Cabinet, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units

OCEANSIDE

Hartwig Displays (EP & DA)

2426 Westlake Ave.
Phone: ROckville Center 6-7171
(See listing under Milwaukee)

ROCHESTER

Ernst Decoration Co.

480 Plymouth Ave., S. (8)
Phone: HAmilton 6-5833
William Ernst, President
Departments: Sign, Electrical
Services: Exhibit rental
Special Units: Floats

SYRACUSE

Ivel Construction Corp. (EP&DA)

See Advertisement, Page 181

201 Buffington Rd. (10) (Phone: 72-1695)
Ralph L. Winterston, Manager
(See listing under Corona, N. Y.)

OHIO

CINCINNATI

Display Sales

1632 Gest St. (4) (Phone: GR 1-7500)
Robert M. Nagle, Robert Harrigan, Partners
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Storage, show decorating
Special Units: Self-contained displays, production displays, animation devices

George E. Fern Co.

1410 Elm St. (10)
G. Edward Fern, President
Departments: Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating

Production Presentation Inc.

1036 Gilbert Ave. (2) (Phone: GA 1-1830)
Don K. Howard, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Production Corp.

1617 Reading Road (2)
Phone: CH 1-1007
George R. Timmerman, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CLEVELAND

Add, Inc.

1776 E. 43rd St. (3)
Phone: ENdicott 1-1530
Geraldine Copperman, President
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Andrews, Bartlett & Associates, Inc.

See Advertisement, Page 1

1849 W. 24th St. (13)
A. S. Andrews, President; Harold E. Bartlett, Vice President
Departments: Exposition Management, Exposition Production, Booth Background, Show Decoration, Rental Furnishings and Equipment, Exhibit Design & Construction
Services: Complete convention and exposition services
Services: Booth background and drape rental, booth furniture rental, show decorating, show management

Calmore, Inc. (EP&DA)

1445 Dodge Ct. (14) (Phone: CH 1-2307)
C. Calvin Moore, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

DeVorn Displays Corp. (EP&DA)

1022 Beltline Road (9) (Phone: ON 1-1550)
John F. Clarke, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Gallo Display Co. (EP&DA)

1012 Sumner Ave. (15) (Phone: TO 1-3440)
Paul B. Gallo, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Photographic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

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Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Gravatt Displays (EP&DA)
19627 W. Lake Rd. (16) (Phone: ED 1-6450)
R. H. Gravatt, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, production displays

Ivel Construction Corp. (EP&DA)
See Advertisement, Page 181
811 Prospect Ave. (Phone: PR 1-2942)
Leon Gordon Miller, Manager
(See listing under Corona, N. Y.)

Ohio Displays, Inc. (EP&DA)
2206 W. Superior Viaduct (13) (Phone: CH 1-3777)
Clifford T. McKay, Vice President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rappaport Studios, Inc. (EP&DA)
1618 Walnut Ave. (14) (Phone: SU 1-6960)
Maurice I. Rappaport, President
Departments: Exhibit Design and Construction, Metal and Plastic Fabricating, Silk Screen, Electrical, Mechanical, Scale models, Photography
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rogers Display Studios (EP&DA)
5815 Kinsman Rd. (4) (Phone: UT 1-0676)
Van R. Rogers, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Harvey G. Stief, Inc. (EP&DA)
424 E. 131st St. (8) (Phone: GL 1-4243)
Harvey G. Stief, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic
Services: Installation, limited booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Exposition Service Co.
See Advertisement, Page 16
1940 E. 6th St.
William S. Stetson, General Manager
(See listing under Atlantic City)

DAYTON

Merchandise Displays, Inc. (EP&DA)
233 Leo Street (4)
Phone: MIchigan 8353
R. H. Kaiser, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, floats, animation devices

TOLEDO

Activ-Ad Sign & Display Co.
21 S. Erie St. (2)
Phone: CHerry 8-3541
L. K. Mueller, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays

Herzberg Decorating Studios
835 Broadway (9)
Phone: CHerry 3-5978
Max R. Herzberg, Owner
Departments: Sign
Services: Show Decorating, exhibit rental
Special Units: Floats

PENNSYLVANIA

PHILADELPHIA

Lewis Barry, Inc. (EP & DA)
275 S. 59th Street
Phone: SHerwood 8-3113
(See listing under New York City)

Design Associates, Inc.
4422 Market St. (4) (Phone: EV 2-2747)
Warren T. Logan
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

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Special Units: Self-contained displays, mobile units, production displays, dioramas, animation devices, floats

General Exhibits
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Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, mobile units, animation devices

W. E. Sparks Studio, Inc. (EP&DA)
2415 South St. (46) (Phone: KI 5-6040)
Departments: Exhibit Design, Exhibit Construction, Painting
Services: Installation
Special Units: Self-contained displays, dioramas production displays, animation devices

United Booth Equipment Co.
See Advertisement, Page 16
630 S. 42nd St. (4)
Phone: EVergreen 6-2772
Sol Katz, General Manager
(See listing under Atlantic City)

PITTSBURGH

Gardner Display
See Advertisement, Page 171
477 Melwood St. (13) (Phone: MA 1-9443)
Edward DeLuca, Vice-President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models

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Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production animation devices, floats

Gardner, Robinson, Stierheim & Weis, Inc.
5875 Center Ave. (6) (Phone: EM 2-1400)
Harry B. Gardner, Jr., Vice-President
Departments: Exhibit Design, Exhibit Construction Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Audio Selling
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas mobile units, production displays, animation devices

TENNESSEE

MEMPHIS

Newhouse & Co.
124 Exchange Ave.
Nita Newhouse, Owner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating

TEXAS

HOUSTON

Arnold-Rogers
101 Main St. (2)
Phone: CApitol 7-6165
Frank Arnold, Partner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, show decorating

VIRGINIA

ALEXANDRIA

Design & Production, Inc.
826 Slaters Lane (Phone: KI 8-8080)
Leonard C. Rennie, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models, Booklet Design and Production
Services: Installation and storage limited
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

ARLINGTON

Theodore John Christensen, Inc. (EP&DA)
1233 Jefferson Davis Highway (2)
(Phone: OT 4-7608)
Fred H. Sorrough, Sales Manager
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Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

WISCONSIN

MILWAUKEE

Art Siemann Advertising, Inc.
2201 W. Greenfield Ave. (4)
Phone: MItchell 5-6365
Art Siemann, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, booth background and drape rental, show decorating
Special Units: Self-contained displays, production displays, floats

Derse Advertising Co. (EP&DA)
2620 West St. Paul Ave. (3) (Phone: DI 4-2770)
Robert Draeger, Display Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Foster Custom Displays, Inc. (EP&DA)
224 E. 1st St. (4) (Phone: BR 6-0668)
Earl J. Foster, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Artificial Foilage
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Gray-Way Advertising Displays, Inc. (EP&DA)
3727 N. Palmer St. (12) (Phone: FR 4-0840)
F. E. Gray, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Mechanical, Model Making
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Hartwig Displays, Inc. (EP&DA)
1105 N. 4th St. (3) (Phone: BR 6-4857)
Walter Hartwig, President
Departments: Exhibit Designs, Exhibit Construction, Metal Fabricating, Electrical, Mechanical
Services: Installation, booth background, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, models, outdoor exhibits, museum exhibits, terminal displays, animation devices, floats

Lothar Display Engineering Co.
3536 W. Fairmount Ave. (9) (Phone: UP 3-0882)
Lothar M. Weichelt, Owner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Plastic Fabricating, Electrical, Mechanical, Model Making
Services: Complete display service
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Motion & Display Co.
1032 W. Somers St. (5) (Phone: BR 1-3921)
Leon Marks, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Spray Painting
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Wisconsin Display Studios (EP&DA)
1124 N. 5th St. (3)
Phone: BRoadway 6-2675
William Leutner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture, rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CANADA

BRITISH COLUMBIA

VANCOUVER

Challier & Co., Ltd.
1451 Adanac St. (Phone: HAstings 8417)
Herbert Challier, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices, floats

ONTARIO

TORONTO

Bellward Mfg., Ltd.
57 Crockford Blvd. (16) (Phone: PL 5-1428)
Gordon Bell, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Plastics
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, production displays

Dana Designs Ltd.
19 Yorkville Ave. (Phone: WA 4-8453)
Virginia McCorkell
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Design Craft, Ltd.
340 Dufferin St. (Phone: LEnnox 4-8471)
C. M. Charters, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Display Service Co., Ltd.
101-103 Queen St., E. (Phone: EM 3-5125)
Gordon F. Hall, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Dynamic Displays, Ltd.
200 Geary Ave. (Phone: LE 1-5051)
Frank J. Bernard, President
Departments: Sign, Electrical, Mechanical, Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating, slide projectors
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

McNeill-Taylor, Ltd.
193 King St., E. (Phone: EM 2-2304)
Oxford McNeill, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Staples Sign & Display Co.
544 King St., W. (Phone: EM 6-2709)
G. O. Staples and J. N. Staples, Partners
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Carpentry
Services: Installation, booth background and drape rental, booth furniture rental, storage
Special Units: Self-contained displays, production displays, animation devices

QUEBEC

MONTREAL

Carl Mangold, Ltd.
1495 St. James St., W. (Phone: WEllington 2903)
Carl Mangold, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Carpentry
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Taylor Advertising, Ltd.
425 River St. (Phone: TR 2571)
V. E. Traversy
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

TORONTO

Arrow Displays
586 Kingston Road (8)
Phone: OX 9-2315
W. Wallis, Owner
Departments: Sign
Services: Exhibit rental, show decorating

Stronco Ltd.
111 Leicester Ave. (18)
(See Hale Decorators, Buffalo)

BADGE SUPPLIERS

CALIFORNIA

SAN FRANCISCO

Danziger Sales Co.
1355 Market St. (3)
Phone: MArket 1-1172
Dan Danziger, President
Products: Badges, ribbons, buttons, convention gifts

COLORADO

DENVER

Colorado Badge & Novelty Co.
2051 Champa St. (5)
Phone: AComa 2-3813
Products: Badges in celluloid, ribbon and metal

ILLINOIS

CHICAGO

Adcraft Manufacturing Co.
455 N. Oakley Blvd. (12)
Phone: MO 6-0272
F. J. Sitzberger
Products: Badges, printed inserts, registration cards

Award Incentives, Inc.
See Advertisement, Page 188
300 W. Adams St.
(See listing under New York City)

Green Duck Metal Stamping Co.
1520 W. Montana St. (14)
Phone: LAkeview 5-7100
Products: Badges in celluloid, ribbon and metal

Parisian Novelty Co.
See Advertisement, Page 187
3510 S. Western Ave.
L. E. Kahn
Products: Badges, badge holders, buttons, advertising specialties

CONVENTION
IDENTIFICATION
BADGES
ADVERTISING BUTTONS
SOUVENIRS

Advertising Specialties

BIG LINE, attractive, useful and practical items. Key Tags, Rulers, Card Cases, Pocket Knives, Thermometers, Tape Measures, Spinning Tops, Clothes Brushes, Pocket Mirrors, Computers, Calculators, Calendar Cards, Blotters, Signs, Letter Openers, and many other clever specialties for every occasion.

WRITE for catalog, samples, and prices, stating probable quantities required.

PARISIAN
NOVELTY COMPANY
3510 So. Western Ave.
Chicago, Ill.
Manufacturers Since 1897

OUR 59TH YEAR

ADD PERSONALIZED PUNCH TO YOUR SALES PROMOTION
Advertise with
Adver TIES
Fires-up sales and dealer programs, conventions! for Executives, Salesmen, Dealers . . . Valued as business gifts!

"Adver TIES" WILL BE SPECIALLY MADE to faithfully reproduce your Trade Mark, Slogan, or your Product . . . Many progressive-minded concerns, National and International, are regular users of "Adver TIES".

This high-grade neckwear is designed to your specific needs on Regular or Bow Ties—styled with 'dignity' or with the 'unusual' touch . . . HAND MADE of highest quality to give 'zest' to your sales program, convention, new product, or any special event . . .

Write TODAY for details. Furnish ad samples and give estimated quantity.

Adver TIES
TRADE MARK
AMERICAN
NECKWEAR MFG. CO.
Dept. MS
320 S. FRANKLIN ST.
CHICAGO 6, ILLINOIS

BADGE SUPPLIERS
continued

MASSACHUSETTS

BOSTON

Arthur Blank & Co., Inc.
38 Causeway St. (14)
Phone: CA 7-6355
Harry Blank, Manager
Products: Convention badges, plastic holders, printed plastics

Pilgrim Badge & Specialty Co.
266 Babcock St. (15)
Phone: STadium 2-9300
Products: Badges in plastic, ribbon and metal

MINNESOTA

MINNEAPOLIS

Midwest Badge & Novelty Co., Inc.
4420 Excelsior Blvd. (16)
Phone: WAlnut 7-9901
A. F. Collins, President
Products: Badges, buttons, trophies

MISSOURI

KANSAS CITY

Jack Bilt Corp.
See Advertisement, Page 188
906 Central St. (6)
Frank D. Jackson
Products: Pressure-sensitive badges, badge cases

Comprehensive line to cover all your convention needs. Premiums, ribbons, novelties, medallions, plaques, and many other specialties to give that added boost to your sales meeting, convention, or special function.

Write for special catalog—MT

AWARD INCENTIVES, INC.
200 WILLIAM STREET, NEW YORK 38, N. Y.

ST. LOUIS

St. Louis Button Co., Inc.
415 Lucas Ave. (2)
Phone: CEntral 1-4916
Products: Celluloid buttons, plastic badge cases

NEW JERSEY

NEWARK

The Whitehead & Hoag Co.
272 Sussex Ave. (1)
Phone: HUmboldt 3-4600
A. E. Wunderlich, Sales Promotion Manager
Products: Arm bands, badges in plastic and metal, buttons in plastic and metal, ribbons, trade show souvenirs, medallic awards

NEW YORK

BEAVER FALLS

Glenfield Plastics, Inc.
Phone: LOwville 430
Robert H. Snow, Asst. Sales Manager
Products: Badge holders, printed inserts, ribbons

NEW YORK

Award Incentives, Inc.
See Advertisement, Page 188
200 William St. (38)
Phone: DI 9-1991
Murray Nedell, President
Products: Badges, ribbons, emblems, trophies

Best Banner & Novelty Co.
43 E. 20th St. (3)
Phone: AL 4-2255
Sol Hirsch, Owner
Products: Badges, buttons, ribbons, arm bands

Green Duck Metal Stamping Co.
55 W. 42nd St.
(See listing under Chicago)

E & H Simon, Inc.
381 Fourth Ave. (16)
Phone: LExington 2-0430
Herbert Simon, President
Products: Badges, trophies, advertising specialties

ROCHESTER

The Metal Arts Co., Inc.
742 Portland Ave. (21)
Phone: BAker 1385
Linus Heberger, Sales Manager
Products: Badges

STICK-ON BADGES
For MEETINGS and CONVENTIONS
Name Badges, sticks on any Garment. No pins or buttons.
ONLY 5c Each
IMPRINTED
1000 lots . . . less 6c each
3 inch Circle, Square or Triangle. 10 day service. Send copy. Guaranteed.
FREE SAMPLES—Glad to send them
Order from Frank D. Jackson,
JACK-BILT, 906 Central St., Phone VI 2-5068
Kansas City, Mo.

OHIO

CINCINNATI

Pettibone Bros. Mfg. Co.
224-228 E. 8th St. (2)
Phone: CH 1-5080
Gene Mesh, Sales Manager
Products: Badges, buttons, ribbons, badge cases, banners, flags

PAINESVILLE

Fasson Products, Div. Avery Paper Co.
250 Chester St.
Phone: ELmwood 2-3377
Mason Barr, Sales Manager
Services: Pressure sensitive badges, signs

OREGON

PORTLAND

Irwin-Hodson Co.
439 N.W. 15th St. (9)
Phone: CA 7-2401
Edgar A. McDonald, Jr.
Products: Badges, ribbons, badge bars

PENNSYLVANIA

PHILADELPHIA

Philadelphia Badge Co., Inc.
1007 Filbert St. (7)
Phone: WAlnut 2-1790
Mrs. Gertrude J. Bell, Sales Manager
Products: Pressure-sensitive badges, badge cases

RHODE ISLAND

PROVIDENCE

Emblem & Badge Mfg. Co.
68 Pine St. (3)
Phone: DExter 1-5444
Nathan Resnik
Products: Badges, buttons, trophies, emblems

TENNESSEE

CHATTANOOGA

Eaves Badge & Emblem Co.
107 E. 8th St. (2)
Phone: 6-1614
George G. Eaves, Partner
Products: Badges, ribbons

KNOXVILLE

Colonial Press
409 Wall Ave. (1)
Phone: 2-4611
Products: Badges
R. L. Quinn, General Manager

CANADA

ONTARIO

GUELPH

Plastimold
P. O. Box 62
Phone: 7266W
Products: Badges, ribbons
B. T. Beattie, Owner

MODEL AGENCIES

ARIZONA

PHOENIX

Velma Wilson Charm School
102 W. McDowell St.
Phone: AL 2-1506
Velma Wilson, Owner
Services: Fashion shows, hostesses, greeters, booth assistants

COLORADO

DENVER

Morganti Charm and Modeling School
1443 Stout St. (2)
Phone: ALpine 5-4885
Terry Lee, Director
Services: Models, demonstrators

FLORIDA

WINTER PARK

Winter Park Model Agency
Greenada Court, Park Ave., S.
Phone: Winter Park 5-9211
Services: Fashion shows, models, demonstrators

GEORGIA

ATLANTA

Patricia Stevens Modeling School
585 Peachtree St., N.E.
Phone: EM 5348
Miss Bauder, Director
(See listing under Chicago)

ILLINOIS

CHICAGO

Patricia Stevens Modeling School
22 W. Madison St.
Phone: ST 2-9100
Services: Models, receptionists

Patricia Vance Model Agency
37 S. Wabash St.
Phone: FInancial 6-5430
Ed Harrell, Manager
Services: Models, receptionists, talent

MASSACHUSETTS

BOSTON

Rogers Model Agency
30 Huntington Ave. (16)
Phone: COmmonwealth 6-3420
Roly Rogers, Director
Services: Models, receptionists, demonstrators

MICHIGAN

DETROIT

Patricia Stevens Modeling School
1457 Griswold Ave. (26)
Phone: WO 2-0606
Bob Longwell, Director
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Vangen Models
4112 Highwood Rd. (16)
Phone: WAlnut 6-4336
Margaret Vangen, President
Services: Models, hostesses, actors, props, costumes

NEW JERSEY

ATLANTIC CITY

Atlantic City Models' Guild
Convention Hall
Phone: 4-4444 or 2-2222
Marie McCullough, Executive Director
Services: Models, receptionists, sales assistants, fashion shows, charm lectures, sightseeing tours

NEW YORK

BUFFALO

Ferrel School of Modeling
271 Delaware Ave.
Phone: MO 6898
Marion K. Ferrel, Director
Services: Models, receptionists

NEW YORK

Saxi J. Holtsworth Model, Industrial Show Business Agency
1658 Broadway (19)
Phone: CO 5-9367
Saxi J. Holtsworth, President
Services: Models, booths, demonstrators

Bev Salie Agency Inc.
151 E. 50th St.
Phone: PLaza 3-0161
Services: Models, receptionists

OHIO

CINCINNATI

Patricia Stevens Modeling School
Netherland Plaza Hotel
Phone: GA 1-1500
Kathleen Wellman, Director
(See listing under Chicago)

PENNSYLVANIA

PHILADELPHIA

Patricia Stevens Modeling Agency
1505 Walnut St.
Phone: LOcust 7-3150
James Kelly, Director
Services: Models, receptionists

TENNESSEE

MEMPHIS

Models by Cathy
Hotel King Cotton
Phone: JAckson 6-5883
Cathy, Owner
Services: Model, receptionists, demonstrators, charm lectures, fashion shows, bands, combos, talent acts

TEXAS

AUSTIN

House of Charm
901 W. 24th St. (5)
Phone: GR 8-2472
Angela Ussery, Director
Services: Fashion shows, charm lectures

HOUSTON

Mary Beth McDonald Modeling School
1006 Berry St. (4)
Phone: JA 9-3531
Lynn Roberts, Director
Services: Models, receptionists, demonstrators

FORT WORTH

Howard-Eades Modeling School
Westbrook Hotel
Phone: ED 9018
Theodosia Howard
Services, Models, receptionists, fashion shows

PHOTOGRAPHERS

ARIZONA

PHOENIX

Bob Markow Photography
1832 N. 7th Ave.
Phone: AL 2-3327
Bob Markow, Owner

CALIFORNIA

SAN FRANCISCO

Cristof Studio
823 Powell St. (8)
Phone: EX 2-5710
K. E. Cristof, Owner

Gabriel Moulin Studios
181 Second St. (5)
Phone: YU 6-4224
William L. Jahnke, Sales Director

COLORADO

DENVER

Charles Grovery Photography
1479 S. Jackson St. (10)
Phone: SKyline 6-6283
Charles E. Grovery, Owner

CONNECTICUT

HARTFORD

Capitol Studios, Inc.
26 High St. (3)
Phone: JAckson 5-1175
Norman Pastor, President

DISTRICT OF COLUMBIA

WASHINGTON

Chase Studios, Ltd.
19th & M Sts., N.W. (6)
Phone: DIstrict 7-4900
Emil Schaefer, President

Harris & Ewing
1304 G. St., N.W. (5)
Phone: NA 8-8700
Andrew J. May, Vice-President

Tenschirt Photo Co.
1524 K. St., N.W.
Phone: NAtional 8-5495
Joe Tenschirt, Owner

FLORIDA

MIAMI BEACH

Noel Lanham
Sans Souci Hotel
Phone: JE 8-6861

ST. PETERSBURG

Abby Photographers, Inc.
1411 4th St., S. (5)
Phone: 5-5540
Albert J. Bottorff

GEORGIA

ATLANTA

Commercial Picture Service
78 Marietta St., N.W.
Phone: MU 8-3855
Ned Mellett, Owner

AUGUSTA

Morgan Fitz Photographers
305 Herald Bldg.
Phone: 4-7759
Morgan Fitz, Owner

ILLINOIS

CHICAGO

Oscar & Associates, Inc.
63 E. Adams St. (3)
Phone: WAbash 2-0056
Jerry A. Smolka, Secretary-Treasurer

PICS Photographers
187 N. LaSalle St. (1)
Phone: DEarborn 2-1062
Wayne A. Thiem, Vice-President

MASSACHUSETTS

BOSTON

Fay Foto Service, Inc.
45 W. Canton St.
Phone: COpley 7-2000
Harry Selig, Manager

MINNESOTA

MINNEAPOLIS

Hasco Photographic Studio
1109 S. 2nd St. (15)
Phone: FEderal 8-4008
Henry A. Simacek, Sr., Manager

ST. PAUL

Schawang Studio
95 W. 7th St. (2)
Phone: CA 2-4885
Peter E. Schawang, Jr., Partner

MISSISSIPPI

JACKSON

Hiatt Photo Service
423½ E. Capitol St.
Phone: 2-8018

MISSOURI

ST. LOUIS

George Dorrill Photographers
922 Pine St. (1)
Phone: CE 1-0606 or MA 1-0606
Irv Schankman, Manager

NEW JERSEY

ATLANTIC CITY

Central Studios
625 Atlantic Ave.
Phone: 4-1216
Morris Newstat, Owner

Fred Hess & Son
166 S. Virginia Ave.
Phone: 4-6114

NEW YORK

NEW YORK

Convention Photos
58 E. 34th St. (16)
Phone: MU 5-7326
George Jervas & O. Winston Link

Universal Photo Service
34 E. 21st St. (10)
Phone: GRamercy 7-7690
Jack Lichtman, Manager

OHIO

AKRON

National Convention Photo Service
1582 East Ave. (14)
Phone: PL 3-8917
Sid Mendelson, Manager

CINCINNATI

Marsh Photographers, Inc.
12 E. Ninth St. (2)
Phone: GArfield 1-1234
Sergent J. Marsh, President

Osborne Photographers
505 Elm St. (2)
Phone: MA 1-3948
Sam Spade, Convention Manager

CLEVELAND

Miller-Ertler Studios
113 St. Clair Ave., N.E. (14)
Phone: MAin 1-3279
Art Miller, Manager

COLUMBUS

Firestone Photographs
168 N. 3rd St. (15)
Phone: CApitol 8-5883
Daniel Firestone, Owner

PENNSYLVANIA

PHILADELPHIA

Jules Schick, Photography
Architects Bldg. (3)
Phone: LOcust 4-1880
Jules Schick, Partner

Standard Photo Service Co.
2004 Chestnut St. (3)
Phone: RIttenhouse 6-2028
Sidney Robbins

PITTSBURGH

Vinard Studios
3619 Forbes St. (13)
Phone: MU 1-0314
Lou Malkin, Owner

TENNESSEE

NASHVILLE

Grannis Studios
4012 Hillsboro Rd. (12)
Phone: 8-5380
Bob Grannis, Owner

TEXAS

FORT WORTH

W. D. Smith Commercial Photographs
1307 W. El Paso St. (3)
Phone: EDison 5-5555
W. D. Smith, Owner

SAN ANTONIO

Lande Studio
3133 N. McCullough Ave. (12)
Phone: TAylor 4-2451
Les Lande, Owner

WASHINGTON

SEATTLE

Kaminske Photography
5711 Phinney Ave. (3)
Harold Kaminske, Owner

SPOKANE

Charles A. Libby & Son
S. 218 Lincoln St.
Phone: MA 4-5535
Charles A. Libby, Manager

WEST VIRGINIA

CHARLESTON

W. E. Bollinger & Sons
128 Delaware Ave. (2)
Phone: 2-6561
Cramer G. Bollinger, Partner

ENTERTAINMENT AGENCIES INDUSTRY, SHOW PRODUCERS

CALIFORNIA

BERKELEY

Muir Theatrical Agency
Hotel Claremont (5)
Phone: THorn 5-6479
Jimmy Muir, Manager
Services: Entertainment, music, models, receptionists

BEVERLY HILLS

General Artists Corp.
9650 Santa Monica Blvd.
Phone: CRestview 1-8101
Henry Miller, Vice President
(See listing under Chicago)

Music Corp. of America
9370 Santa Monica Blvd.
Phone: CRestview 6-2001
(See listing under New York

HOLLYWOOD

Larry Allen Agency
6381 Hollywood Blvd.
(See listing under San Francisco)

The Jam Handy Organization
See Advertisement, 4th Cover
1402 Ridgewood Place (28)
(See listing under Detroit)

SAN DIEGO

Crown Theatrical Agency
Hotel San Diego (1)
Phone: BElmont 3-0830
Billy Carmen, Owner
Services: Music, entertainment

SAN FRANCISCO

Larry Allen Agency
116 New Montgomery St. (5)
Phone: EXbrook 2-8033
Dinty Moore, Owner
Services: Music, entertainment

Haymond Booking Agency
450 Geary St. (2)
Phone: PR 5-4732
Camille Haymond, Partner
Services: Music, entertainment, speakers

Monte Brooks Productions
260 Kearny St. (8)
(See listing under Portland, Ore.)

Music Corp. of America
105 Montgomery St.
Phone: EXbrook 2-8922
(See listing under New York)

COLORADO

DENVER

Jack Blue Agency
1441 Welton St. (7)
Phone: ALpine 5-0301
Services: Music, entertainment, speakers

Oberfelder Concert Office
1714 Stout St. (2)
Phone: TAbor 5-6101
Hazel M. Oberfelder, Owner
Services: Concerts, plays

CONNECTICUT

HARTFORD

Landerman Orchestras
635 Main St.
Phone: CHapel 9-8619
Paul Landerman, Partner
Services: Music, entertainment, speakers

DISTRICT OF COLUMBIA

WASHINGTON

Lee Maxfield Orchestras
2301 40th St., N.W. (7)
Phone: EM 2-7676
Lee Maxfield, Owner
Services: Music, entertainment

Jack Morton Productions
1025 Connecticut Ave. (6)
Phone: NAtional 8-4273
Jack Morton, Owner
Services: Entertainment, music, sales dramatizations

Sidney's Orchestras, Inc.
Mayflower Hotel (6)
Phone: EXecutive 3-2255
Sidney Seidenman, Jr., Vice-president
Services: Music, entertainment

FLORIDA

MIAMI

General Artists Corp.
350 Lincoln Road (39)
Leonard Romm, Manager
(See listing under Chicago)

Jack Morton Productions
Roney Plaza Hotel
Phone: JEfferson 8-2646
Ralph Kirsch, Director
(See listing under Washington)

Music Corp. of America
25 SE 2nd St.
(See listing under New York)

Southern Entertainment Service
10 Alhambra Arcade
Phone: 7-2285
Harry Newell, Owner
Services: Music, entertainment

GEORGIA

ATLANTA

Allied Artists Agency
710 Peachtree St., N.E.
Phone: TRinity 6-7594
Ross Russell, Owner
Services: Music, entertainment

Arnold Agency
711 Henry Grady Bldg.
Phone: JAckson 3-2521
Services: Music, entertainment

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Consult us prior to your next meeting or convention. Let us show you how our personalized showmanship can produce greater results for you.

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Productions
333 N. Michigan Ave., Chicago 1, Ill.
DEarborn 2-0657

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ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS
Georgia continued

SMYRNA

Robert Hough & Associates
558 Burbank Circle
(See listing under New York City)

ILLINOIS

CHICAGO

Alan M. Fishburn Productions
See Advertisement, Page 191
333 N. Michigan Ave. (1)
Phone: DEarborn 2-0657
A. M. Fishburn, President
Services: Industrial show production

General Artists Corp.
8 S. Michigan Ave. (3)
Phone: STate 2-6288
P. A. Lombard, Vice-president
Services: Music, entertainment, show productions

The Jam Handy Organization
See Advertisement, 4th Cover
230 N. Michigan Ave. (1)
(See listing under Detroit)

Phil Levant Music & Entertainment
332 S. Michigan Ave. (4)
Phone: HArrison 7-7157
Phil Levant, Owner
Services: Music, entertainment

WHAT IS AN ENTERTAINMENT CONSULTANT?

A specialist in the application of show business techniques to the particular problems of your business

HOWARD LANIN
Industrial PRESENTATIONS
Division of Howard Lanin Mgt., Inc.
113 West 57th Street, New York

Jack Morton Productions
333 N. Michigan Ave.
Phone: FRanklin 2-5520
Ed Downey, Director
(See listing under Washington)

Music Corp. of America
430 N. Michigan Ave.
(See listing under New York)

Noble-Bergner Agency
140 N. Dearborn St.
(See listing under Cleveland)

Sidney J. Page
203 N. Wabash Ave. (1)
Phone: STate 2-7344
Sidney J. Page, Owner
Services: Music, entertainment, show production

Eddie Sligh Agency
203 N. Wabash Ave. (1)
Phone: FRanklin 5500
Eddie Sligh, Owner
Services: Music, entertainment

Wilding Picture Productions, Inc.
1345 Argyle St.
Phone: LOng Beach 1-8410
Lang S. Thompson, Vice-President and General Manager
Services: Industrial show production
(See listing under Chicago)

INDIANA

CONNERSVILLE

Hugh Maxwell Walters
400 West 27th St.
Phone: 104
Services: Humorous speakers

INDIANAPOLIS

Burnett Theatrical Studios
223 Essex House (4)
Phone: ME 5-5519
Barney Burnett, Owner
Services: Music, entertainment, models

IOWA

DES MOINES

Grossman Entertainment Service
700 Royal Union Bldg. (9)
Phone: 3-5050
John F. Planalp, Partner
Services: Music, entertainment

KENTUCKY

LOUISVILLE

Chester Lorch Agency
2343 Lansdowne Ave. (17)
Phone: MElrose 6-3103
Services: Music, entertainment

LOUISIANA

NEW ORLEANS

Marion Hardy Enterprises
1236 National Bank of Commerce Bldg. (12)
Phone: CAnal 8696
Marion Hardy, President
Services: Music, entertainment, models, speakers

MASSACHUSETTS

BOSTON

Harry Downing Agency
120 Boylston St. (16)
Phone: HAncock 6-4403
Services: Music, entertainment

MICHIGAN

DETROIT

Finzel Orchestras
3730 Commonwealth Ave. (8)
Phone: TEmple 1-8207
William Finzel, Manager
Services: Music, entertainment

The Jam Handy Organization
See Advertisement, 4th Cover
2821 E. Grand Blvd. (11)
Phone: TRinity 5-2450
Services: Industrial show production

Music Corp. of America
1612 Book Tower Bldg.
Phone: 2-2604
(See listing under New York)

Wilding Picture Productions, Inc.
4925 Cadieux Rd.
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Music Corp. of America
Northwestern Bank Bldg.
Phone: LIncoln 7863
(See listing under New York)

Al Sheehan, Inc.
625 Second Ave., S. (2)
Phone: FEderal 3-6464
Al Sheehan, President
Services: Music, entertainment

MISSOURI

KANSAS CITY

Coleman-McLaughlin Artists Bureau
1002 Walnut Street (6)
Phone: VI 2-5196
Jo Ann McLaughlin, Partner
Services: Music, entertainment, industrial shows, lectures

ST. LOUIS

Wilding Picture Productions, Inc.
3940 Lindell Boulevard
(See listing under Chicago)

NEBRASKA

OMAHA

Romeo-Hammond Productions, Inc.
777 Insurance Bldg. (2)
Phone: WE 5373
Don Romeo, Manager
Services: Music, entertainment

NEVADA

LAS VEGAS

Music Corp. of America
2419 S. 5th St.
(See listing under New York)

NEW JERSEY

MAPLEWOOD

Clifton Entertainment Bureau
See Advertisement, Page 107
Phone: CRestview 3-6171
Richard C. Lyons, Manager
Services: Music, entertainment, speakers

NEW YORK

ALBANY

Jimmy Daley Attractions
11 N. Pearl St. (7)
Phone: 4-1011
Jimmy Daley, President
Services: Music, entertainment

NEW YORK

Alan Barrie Productions
1776 Broadway (19)
Alan Barrie, President
Services: Music, entertainment, show production

Ray Bloch Associates
495 Madison Ave. (22)
Phone: ELdorado 5-4365
Charles E. Dickson
Services: Music, entertainment, show production

Jimmy Daley Attractions
901 Palace Theatre Bldg. (36)
(See listing under Albany)

General Artists Corp.
640 Fifth Avenue
Phone: CIrcle 7-7550
Thomas G. Rockwell, President
(See listing under Chicago)

Robert Hough & Associates
11 W. 42nd St. (36)
Phone: CH 4-8938
Services: Music, entertainment

The Jam Handy Organization
See Advertisement, 4th Cover
1775 Broadway (19)
(See listing under Detroit)

Howard Lanin Management, Inc.
See Advertisement, Page 192
113 W. 57th St. (19)
Phone: JUdson 6-3045
Myron A. Lanin, Vice-president
Services: Entertainment consultants, producers and contractors

Mercury Artists Corp.
730 Fifth Ave. (19)
Phone: JUdson 6-6500
Services: Packagers of television productions, music, entertainment

Jack Morton Productions
720 Fifth Ave. (19)
Phone: PLaza 7-8417
Nina Little, Director
(See listing under Washington)

Ira Mosher Associates Theatre for Industry
See Advertisement, Page 199
10 Rockefeller Plaza (20)
Phone: Circle 7-5888
Services: Sales meetings and industrial shows

Music Corp. of America
598 Madison Ave. (22)
Phone: PLaza 9-7500
Services: Music, entertainment, show production

National Theatrical Productions Corp.
1650 Broadway (19)
Phone: JUdson 6-3550
Louis Ricardo, President
Services: Music, entertainment

Star Entertainment Corp.
217 W. 42nd St. (36)
Phone: LA 4-3450
Max Wolff, President
Services: Music, entertainment, show production

SYRACUSE

Famous Artists Bureau
Clark Music Bldg. (3)
Murray Bernthal, Director
Services: Music, entertainment

OHIO

AKRON

Otto Program Management
149 Edgehill Drive (12)
Phone: STadium 4-1171
Albert S. Otto, Director
Services: Speakers, entertainers

CINCINNATI

General Artists Corp.
Carew Tower Bldg.
Phone: MAin 1-1197
Frank Hanshaw
(See listing under Chicago)

Ruth Best Entertainment
1807 Union Central Bldg. (2)
Phone: CHerry 1-3333
Ruth Best, Owner
Services: Music, entertainment, speakers

Wilding Picture Productions, Inc.
Enquirer Bldg. (2)
(See listing under Chicago)

CLEVELAND

Dramaturgy, Inc.
2307 Chester Ave. (14)
Phone: PRospect 1-4030
Services: Industrial show production

Noble-Bergner Agency
803 Fidelity Bldg. (14)
Phone: TOwer 1-1722
Clinton Noble, Manager
Services: Music, entertainment

Music Corp. of America
Union Commerce Bldg.
Phone: CHerry 1-6010
(See listing under New York)

Wilding Picture Productions, Inc.
1010 Euclid Ave. (15)
(See listing under Chicago)

COLUMBUS

John M. Moore Agency
16 E. Broad St. (15)
John M. Moore, Owner
Services: Music, entertainment, show production

DAYTON

The Jam Handy Organization
See Advertisement, 4th cover
310 Talbott Bldg. (2)
(See listing under Detroit)

Taylor Orchestras & Entertainment
259 Fourth St. Arcade Bldg. (1)
Phone: MIchigan 0531
Karl Taylor, Owner
Services: Music, entertainment, show production, models

TOLEDO

Paul Spor & Son
Illinois Bldg. (4)
Paul Spor, Owner
Services: Music, entertainment

OREGON

PORTLAND

Monte Brooks Productions
355 Morgan Bldg. (5)
Phone: CA 3-3334
Monte Brooks, Owner
Services: Music, entertainment, fireworks

Learman Productions
1917 SW 1st Ave. (1)
Phone: CApitol 2-1371
Al Learman, Owner
Services: Music, entertainment, show production

PENNSYLVANIA

PHILADELPHIA

The Charles Agency
505 Fox Bldg. (3)
Phone: LOcust 4-0467
Joel Charles, Producer
Services: Orchestras, trade show productions, entertainment, models, speakers

William Honney Agency
1411 Walnut St. (2)
Phone: LOcust 4-1948
William Honney, Owner
Services: Music, entertainment, productions, speakers

Howard Lanin Management, Inc.
See Advertisement, Page 192
1011 Suburban Station Bldg. (3)
Phone: LOcust 4-0738
(See listing under New York)

PITTSBURGH

Fisher Theatrical Agency
600 Grant Ave. (19)
Joseph J. Fisher, Owner
Services: Music, entertainment, show production

The Jam Handy Organization
See Advertisement, 4th Cover
Gateway Center (22)
(See listing under Detroit)

Wilding Picture Productions, Inc.
1201 Law & Finance Bldg. (19)
(See listing under Chicago)

RHODE ISLAND

PROVIDENCE

Ralph Stuart Music, Inc.
119 Waterman St.
Phone: ELmhurst 1-0510

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS continued

TENNESSEE

MEMPHIS

Marion Hardy Enterprises
132 Chisca Hotel
(See listing under New Orleans)

Eddie Sligh Agency
137 Gayoso Hotel
(See listing under Chicago)

NASHVILLE

Eva Thompson Jones Studios
417½ Church St.
Phone: AM 9-1941 and AL 4-6557
Services: Music, entertainment, models

TEXAS

AUSTIN

Austin Civic Theatre
2828 Guadalupe Ave.
Phone: 6-0541
Mel Pape, Managing Director

GIFT PROBLEM SOLVED FOR ANY OCCASION

For that important but difficult customer, client or friend who "has everything"

Real *everlasting* Hawaiian **Woodroses**

Beautiful burnished brown and beige "conversation pieces" to match any office or home furnishings. Hawaiian Woodroses in exotic arrangements with Uki grass and fascinating South Sea foliage. Will last indefinitely. Firmly mounted on genuine Hawaiian Monkey Pod base—10" wide, 12" high. South Sea gift packed—Postpaid $6.95*

Special "king size" Woodrose arrangements mounted in Luau Palm Trays—21" wide $14.95*

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Beautiful 21 inch coco palm sheaths, hand rubbed to a natural satin-smooth finish. Real collectors items. No two alike. Last indefinitely. Ideal for desk, coffee or dining table, shelves, etc. South Sea gift packed, including 3 real Hawaiian Woodroses. Postpaid $4.95*

*Special discounts on quantity orders.

Flowers of Hawaii

Dept. SM-1, 670 S. LaFayette Park Place
Los Angeles 57, Calif.

Services: Variety shows, entertainment, old-fashioned melodramas

DALLAS

Joan Frank Productions
Statler Hilton Hotel
Phone: RIverside 1-6869
Dick Leonard, Manager
Services: Music, entertainment

General Artists Corp.
1511 Bryan St.
Phone: RIverside 3665
Phil Brown
(See listing under Chicago)

Music Corp. of America
2101 N. Akard St.
Phone: PRospect 7536
(See listing under New York)

SAN ANTONIO

Wallis E. Brennan Theatrical Agency
1343 Fulton Ave. (1)
Phone: PE 5-1711
Services: Music, entertainment, floor shows, stage shows

UTAH

SALT LAKE CITY

Afton Pitt
1784 Michigan Ave. (5)
Phone: EMpire 3-9819
Afton Pitt, President
Services: Music, entertainment, special choreography, show production

VIRGINIA

RICHMOND

Tom Pumphrey Agency
516 Mutual Bldg. (19)
Phone: 7-0374
Tom Pumphrey, owner
Services: Music, entertainment

WASHINGTON

SEATTLE

Eastern Circuit Vaudeville
404 Orpheum Theatre Bldg. (1)
Phone: ELliott 7125, 7135
Joe Daniels, Booking Manager
Services: Music, entertainment

Jerry Ross Agency
605 Palomar Bldg. (1)
Phone: SEneca 3141
Jerry Ross, Owner
Services: Music, entertainment

WEST VIRGINIA

CHARLESTON

Capitol Entertainment Agency
14½ Capitol St.
Mason L. Wolfe, Jr., President
Services: Music, entertainment, speakers

CANADA

ONTARIO

EASTVIEW

Artists Booking Agency
292 Blake Blvd.
Phone: SHerwood 6-4238
Services: Variety acts for banquets, entertainment

WINDSOR

Matti Holli
294 Rossini Blvd.
Phone: WH 5-8487
Services: Music, entertainment

AUDIO-VISUAL SUPPLIERS FILM PRODUCERS

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

CALIFORNIA

HOLLYWOOD

Atlas Film Corp.
1931 Rodney Drive
(See listing under Oak Park, Ill.)

Cellomatic Corp.
See Advertisement, Page 199
7313 Santa Monica Blvd.
(See listing under New York)

Dynamic Films
8272 Sunset Blvd.
Mrs. George Zucker, Manager
(See listing under New York)

Jam Handy
See Advertisement, 4th cover
1402 Ridgewood Place
(See listing under Detroit)

Kling-California, Inc.
1416 N. La Brea Ave.
(See listing under Chicago)

Frederick K. Rockett Company
6063 Sunset Blvd. (28)
Phone: HO 4-3183
F. K. Rockett, Manager
Production: 16mm sound motion picture, 35mm filmstrip, slides, tape recording, disc recording
Film Rental: Loaned free
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 10, 13, 15

LOS ANGELES

Wilding Picture Productions, Inc.

5981 Venice Blvd.
John Oser, Manager
(See listing under Chicago)

Coast Visual Co.

5620 Hollywood Blvd. (17)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SAN FRANCISCO

Harry McCune Sound Service

562 Bryant St. (7)
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Photo & Sound Co.

116 Natoma St. (5)
Phone: GArfield 1-0410
Jerome W. Kintner, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

COLORADO

DENVER

Akin & Bagshaw

2027 East Colfax Ave. (6)
Phone: FR 7-1737
S. C. Hitchcock, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Audio Visual Center

28 East 9th Ave. (3)
Phone: AComa 2-5813
R. Kenneth Cromar
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15

Davis Audio-Visual Co.

2023 E. Colfax Ave.
Phone: FL 5-3864
Ainslie R. Davis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

CONNECTICUT

HARTFORD

Harrison Harries

110 High St.
Phone: CHapel 9-5648
Harrison Harries
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

SANDY HOOK

Rolab Studios & Laboratories

Phone: GArden 6-2466
Henry Roger, Owner
Production: 16 mm sound motion picture, 35 filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 9, 10, 12, 13

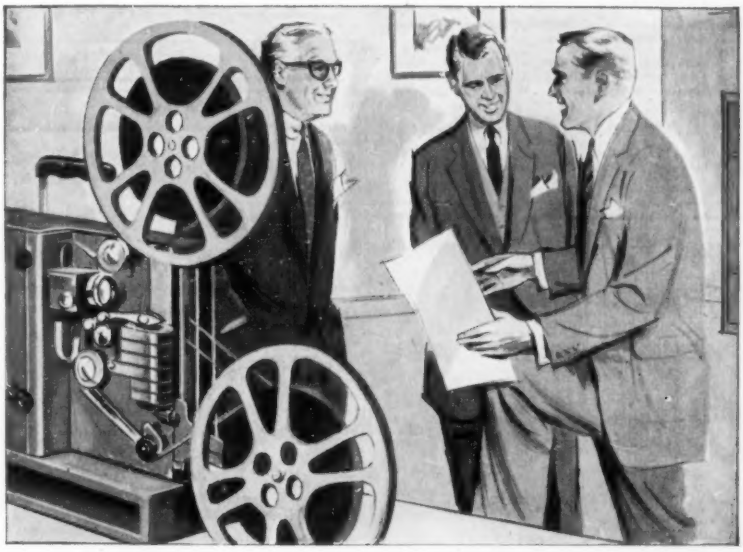
Radio Corporation of America
Dept. L-275, Building 15-1, Camden, New Jersey

Please send me the complete story on ☐ RCA 400 Senior and Junior Sound Film Projectors; ☐ RCA Magnetic Recorder-Projectors.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

"Now for this part of the meeting . . .

we let our RCA 16mm projector sell for us"



It's smart business to entrust a big part of your selling job to the RCA Projector. It will put your product story across to best advantage . . . through steady, sparkling pictures that convince . . . through clean sound that impresses. What's more, the RCA Projector is so easy to operate, complete novices become confident projectionists with brief instruction. Anyone can learn to set up the RCA 400 in a jiffy, guide film quickly through its thread-easy path, flip a switch and, in minutes, put a faultless shown on the screen.

Choose from the single-case Junior, the dual-case Senior . . . or the RCA Magnetic Recorder-Projector. Each offers quiet, dependable performance over a long life. And only RCA Projectors are backed by nation-wide RCA Service Co. facilities and by specially equipped RCA Audio-Visual Dealers. Look in your Classified Directory under "Motion Picture Equipment and Supplies" for the name of your nearest dealer. Or, fill in the convenient coupon above.

AUDIO-VISUAL PRODUCTS
RADIO CORPORATION of AMERICA
CAMDEN, N.J.

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- Help to clarify, emphasize and dramatize ideas for better understanding.
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FREE 24 page pictorial booklet No. M22 HOW TO MAKE A CHART PRESENTATION

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PRESENTING YOUR SALES CASE *Convincingly*

Here is the famed sales training team of Borden and Busse in a filmed presentation of five simple conviction-winning techniques any salesman can use. Show this film to your salesmen and dealers. It will help them win more buying verdicts from prospects.

PRESENTING YOUR SALES CASE CONVINCINGLY, is a 16mm. sound motion picture with a half-hour of running time. It is available on a rental basis.
For details write to—

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AUDIO VISUAL SUPPLIERS FILM PRODUCERS continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

DISTRICT OF COLUMBIA

WASHINGTON

Paul L. Brand & Son
2153 K St., N.W.
Phone: REpublic 7-1803
Paul L. Brand, Manager
Production: 16mm film rental library, repair, projector equipment
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15

Wilson Gill, Inc.
No. 1 Thomas Circle, N.W. (5)
Phone: STerling 3-1217
Wilson Gill
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

FLORIDA

JACKSONVILLE

Burgfilm
1611 San Marco Blvd.
Phone: EX 8-8504
Frank Burgisser
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MIAMI

Ideal Pictures
1331 N. Miami Ave. (32)
Phone: 2-8173
Jack Spire
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ORLANDO

Bowstead's Camera Shop
1039 N. Orange Ave.
Chas. H. Evans, Jr., owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 13, 15
Phone: ELgin 7558
Richard W. King, Manager
Production: 16 mm sound motion picture, 35 mm filmstrip, slides
Equipment Sales: Yes

ST. PETERSBURG

Oravisual Company, Inc.
See Advertisement, Page 196
Box 609 A
J. DeJen, Manager
Equipment Sales: Easels, flannel boards, lecturns

GEORGIA

ATLANTA

Beeland Film Productions
752 Spring St., N.W. (8)
Phone: TRinity 6-7558
C. D. Beeland, Jr., Manager
Production: 16mm sound motion picture, 35mm filmstrip, slides
Equipment Sales: Yes

Colonial Film & Equipment Co.
71 Walton St., N.W. (3)
Phone: ALpine 5378
T. E. Haynes
Production: 35 mm filmstrip, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Ideal Pictures, Inc.
52 Auburn Ave., N.E. (3)
Phone: JAckson 3-7643
George E. Dean, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ILLINOIS

CHICAGO

Atlas Film Corp.
228 N. LaSalle St.
(See listing under Oak Park, Ill.)

Cellomatic Corp.
See Advertisement, Page 199
152 E. Superior St.
Phone: SUperior 7-9045
(See listing under New York)

Alan M. Fishburn Productions
See Advertisement, Page 191
333 N. Michigan Ave. (1)
Phone: DEarborn 2-0657
A. M. Fishburn
Production: 16 mm sound motion pictures, 35 mm filmstrip, tape recording, disc recording

RCS ✔DISPLAYS ✔PRESENTATIONS ✔EXHIBITS

VISUAL AIDS make IDEAS effective

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- ☐ Photostats & Giant 'Stats
- ☐ Photo Cutouts
- ☐ Lithographed Posters
- ☐ Planographed Reports, Charts, Releases for low-cost limited quantity distribution
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- ☐ Montage Photos
- ☐ Photo Presentation Folios
- ☐ Quantity Contact Glossy Prints
- ☐ Ad Type Prints

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RCS Studios
121 N. WACKER DRIVE CHICAGO 6, ILL. PHONE STate 2-5977

Francisco Films
185 N. Wabash Ave. (1)
Production: 16 mm sound motion pictures, 35 mm filmstrip, sound slide films

Henning & Cheadle, Inc.
1140 S. Michigan Ave. (5)
Fran Harrold
(See listing under Detroit)

Ideal Pictures Co.
58 South Water St. (1)
Production: Tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jam Handy
See Advertisement, 4th Cover
230 N. Michigan Ave. (1)
(See listing under Detroit)

Kling Film Productions
1058 W. Washington Blvd. (7)
Phone: SEeley 8-4181
Harry W. Lange, Exe. Vice-President
Production: 16mm and 35mm motion picture, color & B & W, 35mm filmstrip, slides, tape and disc recording, 90,000 sq. ft. of sound proof stages

Midwest Audio Visual Co.
3518 West Devon Ave. (45)
Phone: IRving 8-9820
Production: 16 mm sound motion picture, slides
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Pilot Productions, Inc.
6419 North California Ave. (45)
Phone: AM 2-4141
Bob Isely, President
Production: 16 mm sound motion picture, 35 mm filmstrip, slides, tape recording

RCS Studios
See Advertisement, Page 196
123 N. Waker Dr. (6)
Phone: STate 2-5977
Production: 35 mm slides, photomurals, photo blowups

Vogue Wright Studios
469 East Ohio St. (11)
Phone: MOhawk 4-5600
James E. Holmes, General Manager
Production: Research and creature writing for conventions, motion pictures, slide films, recording, charts, manuels, quizzes, etc.

Wilding Picture Productions, Inc.
1345 Argyle St. (40)
Phone: LOngbeach 1-8410
C. H. Bradfield, Jr., President
Production: 16 mm sound motion pictures, 35 mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 13, 14, 15

OAK PARK

Atlas Film Corp.
1111 South Boulevard
Phone: AUstin 7-8620
L. P. Mominee, vice president
Production: 35mm and 16mm sound or silent pictures, television commercials, 35mm slide films and trailers, color or black and white
Equipment Sales: Yes

INDIANA

INDIANAPOLIS

Indiana Visual Aids Co., Inc.
726 N. Illinois St.
Phone: ME 4-7312
Jean St. Germain
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Marshall C. Harvey
3532 Evergreen Ave. (5)
Phone: WAlnut 6-6817
Marshall C. Harvey
Equipment Rental: 1, 2, 3, 4, 5, 6, 10, 11, 15

IOWA

DES MOINES

General Pictures Productions, Inc.
1702 Keo Way (14)
Phone: 3-4553
Wm. H. Schultz, Secretary
Production: 16 mm sound motion pictures, 35 mm filmstrip, slides, TV programs and commercials
Film Rental: Yes

Iowa Sound Service
1210 Grand Ave. (9)
Phone: CH. 4-4428
Devir Gray, Owner
Production: Tape recording, wire recording
Equipment Sales: Yes
Equipment Rental: 1, 3, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

KANSAS

WICHITA

Frank Bangs Co.
233 Ida St. (7)
Phone: AMherst 2-7582
Frank Bangs, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

KENTUCKY

LOUISVILLE

D. T. Davis Co.
1339 Bardstown Rd.
Phone: Highland 5255
Abbie M. Kirtley
Film Rental: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15

LOUISIANA

NEW ORLEANS

Delta Visual Service, Inc.
See Advertisement, Page 197
815 Poydras St. (12)
Phone: RAymond 9143
Francis J. Didier, President
Production: 16 mm sound motion picture, 35 mm filmstrip, slides, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Ewing & Sons
725 Poydras St. (12)
Phone: RAymond 5257
Jasper Ewing
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,

SHREVEPORT

Civic Soundfilm Service
See Advertisement, Page 197
1601 Market Street
Phone: 4-7654
(See Delta Visual Service, New Orleans)

MAINE

PORTLAND

D. K. Hammett, Inc.
620 Congress St.
Phone: SPruce 2-3181
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MARYLAND

BALTIMORE

Ideal Pictures, Inc.
537 N. Howard St. (1)
(See listing under Chicago)

Stark-Films
537 N. Howard St. (1)
Phone: LE 9-3391
Production: 16 mm and 35 mm sound motion pictures
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MASSACHUSETTS

BOSTON

A. D. Handy Co.
44 Bromfield St. (8)
Phone: LI 2-3954
Kenneth MacDonald, Manager
Production: 35 mm filmstrips, slides
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Major Theatre Equipment Corp.
44 Winchester St.
Phone: LIberty 2-0445
H. David Fox, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

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- **Motion Picture Projectors**
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- **Cueing Devices**
- **Opaque, Slide and O'Head Units**
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Technician-Operators by the Hour

DELTA VISUAL SERVICE
815 Poydras St., New Orleans 12, La.
Phones: RA 9061, RA 4444

CIVIC SOUNDFILM SERVICE
1601 Market St., Shrevtport, La.
Phone: 4-7654

COMMUNITY SOUNDFILM SERVICE
2610 Fannin St., Houston, Texas
Phone: CA 8-2244

AUDIO VISUAL SUPPLIERS FILM PRODUCERS
continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

SPRINGFIELD

Movie Center
7 Pearl St. (3)
Phone: RE 7-3552
Irving Clark, Manager
Production: slides, tape recording, disc recording, 16 mm silent motion pictures
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MICHIGAN

DETROIT

Engleman Visual Education Service
4754 Woodward Ave. (1)
Phone: TEmple 1-5972
Lewis M. Lash, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Henning & Cheadle, Inc.
1040 W. Fort St. (21)
Phone: WOodward 1-7688
George R. Cheadle, Vice-President
Production: 16 mm sound motion pictures, 35 mm filmstrip, visual cost slides, tape recording disc
Film Rental: No
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jam Handy Organization
See Advertisement, 4th Cover
2821 East Grand Blvd. (11)
Phone: TRinity 5-2450
George Finch, Vice-President
Production: 16 mm sound motion picture, 35 mm filmstrip, slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
4925 Cadieux Rd.
Don Calhoun, Vice-President
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Midwest Visual Equipment Co., Inc.
10 W. 25th St. (4)
Phone: BRidgeport 8847
Keith H. South
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. PAUL

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway (1)
Phone: MIdway 9-1393
Reid H. Ray, President
Production: 16 mm sound motion picture, 35 mm filmstrip, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes

MISSISSIPPI

JACKSON

Jasper Ewing & Sons
227 E. Pearl St.
Phone: 2-3349
Malcolm P. Ewing
Production: 16 mm motion pictures, tape recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MISSOURI

KANSAS CITY

All-Star Pictures
709 Westport Rd. (11)
Phone: JEfferson 1-3248
E. A. Field
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Hoover Bros., Inc.
1020 Oak St. (6)
Phone: VI 2-6720
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. LOUIS

Swank's Inc.
See Advertisement, Page 198
621 N. Skinner Blvd. (5)
Phone: PArkview 7-3630
Ray Swank
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
3940 Lindell Blvd.
Contact: Jack Robertson
(See listing under Chicago)

NEBRASKA

OMAHA

Modern Sound Pictures, Inc.
1410 Howard St.
Phone: ATlantic 8476
Keith T. Smith, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEW JERSEY

ATLANTIC CITY

Boardwalk Film Enterprises
31 S. Stenton Place
Phone: 4-1962
George S. Lubin, Partner
Production: Tape recording, disc recording, 35mm projection equipment
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NEWARK

Alexander Projection Service
165 Oakland Terrace (6)
Phone: ESsex 2-4114
W. J. Alexander
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PRINCETON

Princeton Film Center, Inc.
P. O. Box 431
Phone: PRinceton 1-3550
Production: 16 & 35 mm sound motion pictures, 35 mm filmstrip, slides
Film Rental: Yes

NEW YORK

BROOKLYN

Lux-Brill Productions, Inc.
348 Livingston St. (17)
Phone: Ulster 8-5820
Richard S. Dubelman
Production: 16 mm sound motion pictures, 35 mm filmstrips, slides, tape recording, disc
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13, 15

BUFFALO

United Projector & Film Corp.
228 Franklin St. (2)
Phone: WA 8022
F. C. Oenick
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WANT EMPLOYEES
ON YOUR TEAM?

Use slide film presentations to tell them about the business

The Chartmakers, Inc.
COMPLETE VISUAL SERVICE

VISUAL AIDS FOR: Holding a Meeting · Lining up a Promotion · Selling a Product or Idea · Training Dealers or Employees · Interpreting Statistics

480 LEXINGTON AVENUE, N.Y. 17
MUrray Hill 8-2760

NEW YORK

Cellomatic Corp.

See Advertisement, Page 199

756 Seventh Ave.
Phone: PLaza 7-7895
Milton Rogin
Production: Slides & transparencies for Cellomatic projectors

Chartmakers, Inc.

See Advertisement, Page 199

480 Lexington Ave. (17)
Phone: MUrray Hill 8-2769
Mrs. Harriet Edmunds, President
Production: Complete visual services

Crawford, Immig and Landis, Inc.

200 Fourth Ave. (3)
Phone: ORegon 4-7662
Jeanne P. Conlon
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 12, 13, 14, 15

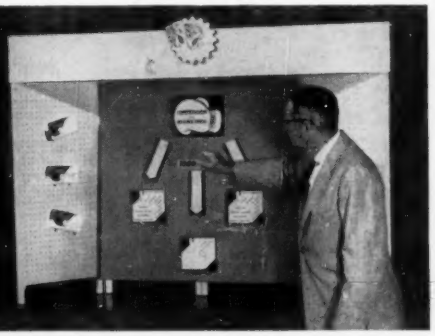
Depicto Films Corporation

254 W. 54th St. (19)
Phone: COlumbus 5-7620
Production: 16 mm sound motion pictures, 35 mm filmstrips, slides, tape recording, disc recording
Equipment Sales: Yes

Dynamic Films, Inc.

112 W. 89th St. (24)
Phone: TR 3-6221
Nathan Zucker, President
Production: 16 mm sound motion pictures, 35 mm filmstrip, slides, tape recording, disc recording
Film Rental: Yes

Versatile New Desk Top "Stagette"



versatile — Ideal for small Dealer & Distributor Meetings, Sales Training Sessions, Advertising Presentations, Employee or Supervisory Meetings or as an exhibit at a Trade Show.

compact — All essential features—pegboard, flannel board, screen, lights—are built in. No extras to carry or assemble.

portable — Can be carried in a car, train or plane and easily assembled by one man.

economical — This focal point of your presentation which eliminates competition from distracting backgrounds is available in single units at $175.00 and in multiple units (two or more) at $150.00 each. (Price F.O.B. Chicago) Specially made carrying case $24.95.

THEATRE FOR INDUSTRY
IRA MOSHER ASSOCIATES, INC.
10 Rockefeller Plaza, New York 10, N. Y.

GENERAL MOTORS R.C.A. GULF OIL
COLGATE-PALMOLIVE KELLOGG NEW YORK STOCK EXCHANGE CANCER SOCIETY AMERICAN MOTORS LORD CALVERT PHILCO ESSO UNDERWOOD
UNITED AIR LINES SPORTS ILLUSTRATED FORTUNE CAMPBELL SOUP COLUMBIA PHONOGRAPHS TVB LIPTON THE TEXAS COMPANY PRUDENTIAL

Cellomatic

THROWS NEW LIGHT ON SALES MEETINGS!

A New Visual Concept For Your Sales Meetings!

Motion Picture Animation on a Slide Budget!

COMPLETE VISUAL SERVICES AVAILABLE
CELLOMATIC WIDE SCREEN, TV COMMERCIALS, FILM, LIGHTING, SLIDE FILMS, SCRIPT WRITING, STAGING.

Cellomatic CORP.
NEW YORK
756 SEVENTH AVENUE Plaza 7-7895
CHICAGO
152 E. SUPERIOR ST. SUperior 7-9045
HOLLYWOOD
7313 SANTA MONICA BLVD

WESTINGHOUSE SCHICK NABISCO

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

Jam Handy Organization
See Advertisement, 4th Cover
1775 Broadway (19)
(See listing under Detroit)

Motion Picture Showing Service
130 E. 94th St. (28)
Phone: AT 9-6148
Alfred Ruben, Owner
Production: 16 mm sound motion pictures, 35 mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Princeton Film Center, Inc.
270 Park Ave. (17)
(See listing under Princeton, N. J.)

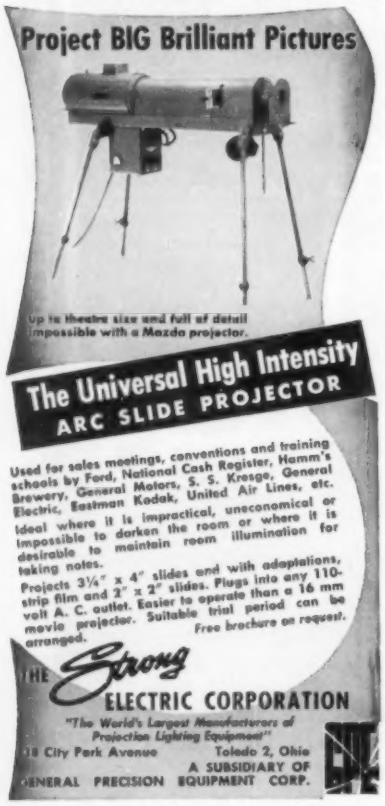
Tradeways, Inc.
331 Madison Ave. (17)
Phone: OX 7-0826
Production: 16 mm sound motion pictures, 35 mm filmstrip, slides, disc recording
Equipment Sales: Yes

Training Films, Inc.
150 W. 54th St. (19)
Phone: CO 5-3520
R. A. Lightburn, Vice-President
Production: 16 mm sound motion pictures, 35 mm filmstrips, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Transfilm Inc.
35 W. 45th St. (36)
Phone: JUdson 2-1400
William Burnham
Production: 16 mm sound motion pictures, 35 mm filmstrips, slides, tape recording, disc recording

Unifilms, Inc.
329 E. 47th St. (17)
Phone: MU 8-9525
Production: 16 mm sound motion pictures, 35 mm filmstrips, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 6, 7, 10, 12, 13, 15

Wilding Picture Productions, Inc.
385 Madison Ave.
Ted Westermann, Vice President
(See listing under Chicago)



PENNSYLVANIA

PHILADELPHIA

De Frenes Co.
1909 Buttonwood St. (30)
Phone: RIttenhouse 6-1686
Joseph DeFrenes, President
Production: 16 mm and 35 mm sound motion pictures

Oscar H. Hirt
41 N. 11th St. (7)
Phone: WAlnut 2-5663
Oscar H. Hirt
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Williams, Brown & Earle, Inc.
904-96 Chestnut St. (7)
Phone: WAlnut 3-1800
J. A. Steitz
Production: 16 mm sound motion pictures, filmstrips, slides, magnetic recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PITTSBURGH

Appel Visual Service
927 Penn Ave. (22)
Phone: GRant 1-0445
Charles F. Appel
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

NORTH CAROLINA

CHARLOTTE

Christian Film Service
1302 E. 4th St.
Phone: 3-5249
C. W. Petty
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

RALEIGH

National School Supply Co., Inc.
14 Glenwood Ave.
Phone: TEmple 3-2824
E. E. "Jack" Carter
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OHIO

CINCINNATI

Alpha Cine Service, Inc.
125 E. 6th St.
Phone: MAin 1-4293
Alice Heidmann
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
617 Vine St.
Contact: R. L. McMillan
(See listing under Chicago)

CLEVELAND

Martin I. Sperber
9507 Euclid Ave.
Phone: GArfield 8370
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Picture Productions, Inc.
310 Swetland Bldg.
Dean Coffin, Dist. Manager
(See listing under Chicago)

COLUMBUS

American Theatre Equipment Co.
165 N. High St. (15)
Phone: CA 1-3894
E. R. Gardiner, Owner
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DAYTON

Jam Handy Organization
See Advertisement, 4th Cover
310 Talbott Bldg. (3)
(See listing under Detroit)

Twyman Films, Inc.
400 W. First St. (1)
Phone: HEmlock 4014
Alan B. Twyman, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

TOLEDO

Cousino Visual Education Service
2107 Ashland Ave. (2)
Phone: CHerry 3-4208
Joseph C. Meidt
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OKLAHOMA

OKLAHOMA CITY

Vaseco, Inc.
2301 Classen Blvd. (6)
Phone: JAckson 5-3513
J. E. High
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 8, 9, 11, 12, 13, 14, 15

OREGON

PORTLAND

Moore's Motion Picture Service
33 N.Y. 9th Ave. (9)
Phone: CA 7-6497
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15
John T. Moore

Jam Handy Organization
See Advertisement, 4th Cover
Gateway Center (22)
(See listing under Detroit)

Mode-Art Pictures, Inc.
1022 Forbes St. (19)
James L. Baker
Production: 16 mm & 35 mm sound motion pictures, 35 mm filmstrips, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 9, 15

Wilding Picture Productions, Inc.
3 Gateway Center
Contact: Ralph Maitland
(See listing under Chicago)

TENNESSEE

MEMPHIS

Ideal Pictures, Inc.
18 S. Third St. (3)
Phone: 37-4313
Stanley Nolan
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Memphis Photo Supply
123 S. Court St. (1)
Phone: 5-1548
W. M. Waller, Manager
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 13, 15

NASHVILLE

Tennessee Equipment & Supply Co.
115 2nd Ave., N. (3)
Phone: 6-1464
J. E. Robbins, Vice-President
Equipment Sales: Yes
Equipment Rental: 2, 4, 6, 8, 9, 13, 15

TEXAS

AUSTIN

Capitol Photo Supplies
2428 Gaudalupe St.
Phone: GR. 8-5717
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DALLAS

Bauer Audio Video
2911 N. Haskell St.
Phone: JU 7725
Earl J. Bauer
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

FORT WORTH

The Camera Shop, Inc.
709 Throckmorton St. (2)
Phone: ED 2-5237
J. E. Pulliam, Jr., President
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

HOUSTON

Audio Visual Services
1702 Austin St.
Phone: FAirfax 3-1319
R. R. Riley
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

B & H Movie Service
207 Munford St. (8)
Phone: UN 4-5457
M. S. Padgitt, Owner
Production: Tape recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

Community Soundfilm Service
See Advertisement, Page 197
2610 Fannin Street
Phone: CA 8-2244
(See Delta Visual Service, New Orleans)

UTAH

SALT LAKE CITY

Deseret Book Co.
44 E. South Temple St.
Phone: DA 8-8191
A. H. Parry
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WASHINGTON

SEATTLE

Audio-Visual Center, Inc.
1205 N. 45th St. (3)
Phone: MElrose 8461
P. H. Jaffarian, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Rarig Motion Picture Co.
5514 University Way (5)
Phone: KEnwood 0707
Edith A. Rarig
Production: 16 mm sound and color motion pictures, recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPOKANE

Inland Audio-Visual Co.
N. 2325 Monroe St. (17)
Phone: EMpire 7549
John C. Ellingson, Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

WISCONSIN

MILWAUKEE

Wisconsin Sound Equipment Co., Inc.
2733 W. North Ave.
Phone: DIvision 2-2144
Roy C. VanBrunt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

if you're feeling very well

or if you're feeling queerly

if it's living you want most

have a checkup yearly

Many cancers can be cured if detected in time. That's why it's important for you to have a thorough checkup, including a chest x-ray for men and a pelvic examination for women, each and every year . . . no matter how well you may feel.

AMERICAN CANCER SOCIETY

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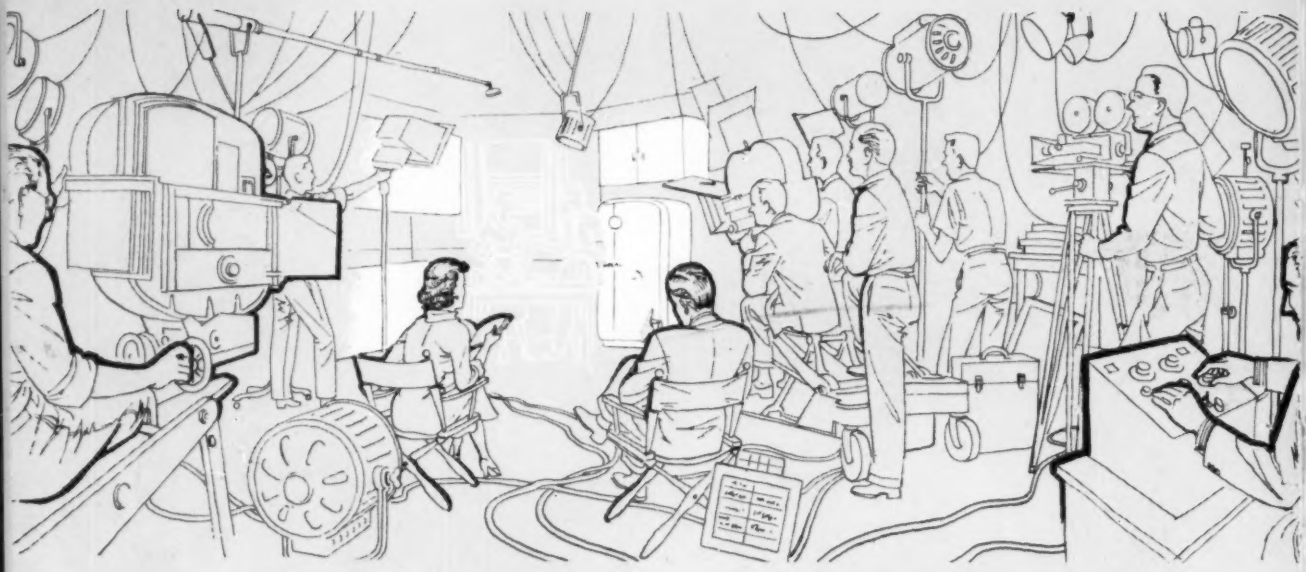

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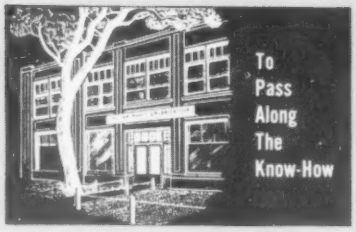

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